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The Playgoer

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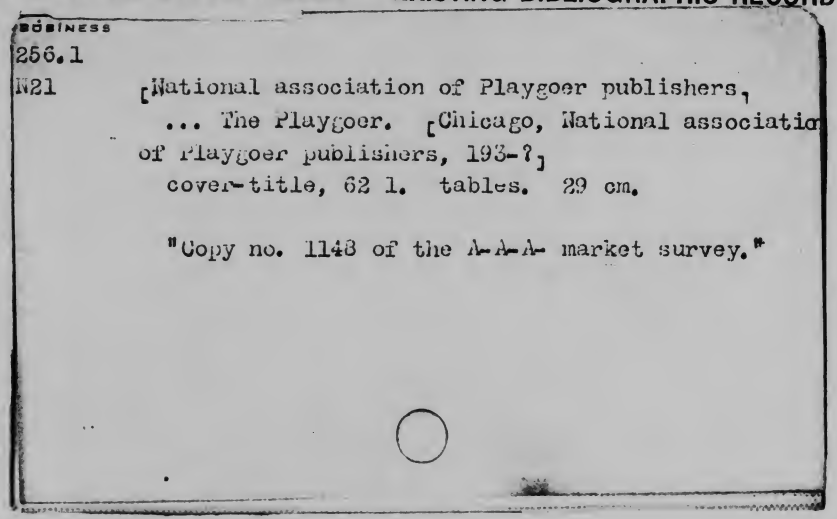
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The Playgoer.

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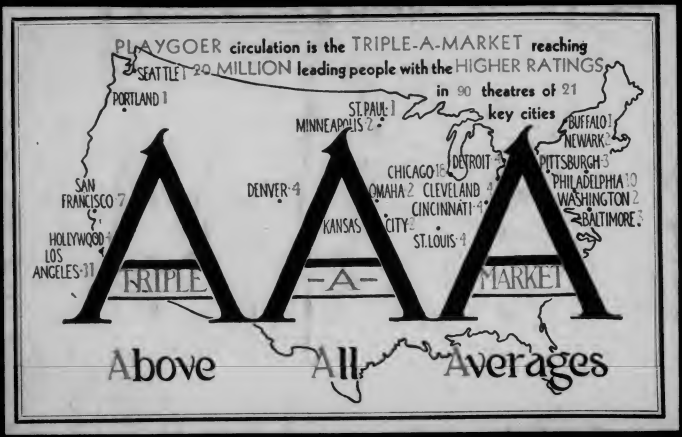
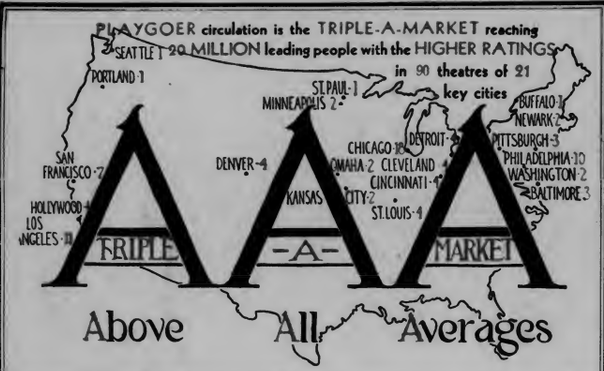

PLAYGOER circulation is the TRIPLE-A-MARKET reaching
2 MILLION leading people with the HIGHER RATINGS
in 90 theatres of 21
key cities
SEATTLE 2
PORTLAND 1
ST. PAUL 1
MINNEAPOLIS 2
BUFFALO 1
NEWARK 2
DETROIT 3
PITTSBURGH 3
CHICAGO 15
PHILADELPHIA 10
WASHINGTON 2
BALTIMORE 3
SAN FRANCISCO 7
DENVER 4
OMAHA 2
CLEVELAND 4
CINCINNATI 4
KANSAS CITY 2
ST. LOUIS 4
HOLLYWOOD 4
LOS ANGELES 11
AAA
TRIPLE -A- MARKET
Above All Averages



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Published by

NATIONAL ASSOCIATION

- of -

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PUBLISHERS

EXECUTIVE OFFICE
134 NORTH LA SALLE STREET
CHICAGO

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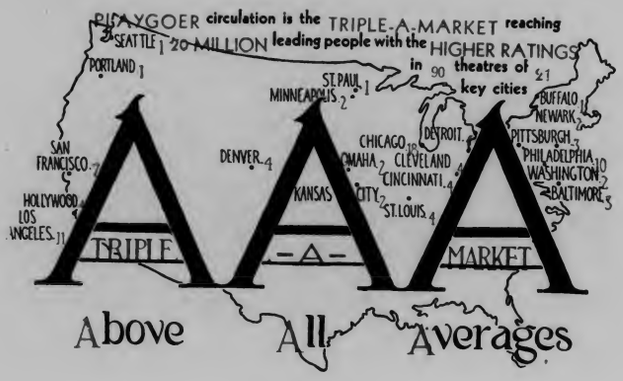
NEW YORK



THE PLAYGOER

1. The unique feature of The Playgoer is that it automatically weeds the non-spender or the ultra-conservative hard-to-sell consumer out of the picture. This is done irrespective of income. There are practically no millionaire penny-pinchers in its audience.
2. The Playgoer intensely covers the Liberal buying (geared-to-the-Spending-Habit) Market, with minimum duplication in twenty-one leading centers.
3. The Playgoer includes very little waste circulation. People with less than $5,000.00 incomes who sit in orchestra seats at a legitimate show are probably living up to and perhaps over a $5,000.00 standard of living, otherwise they could not afford $2.00 to $4.00 orchestra seats for a few hours of entertainment.

   As a part of the Theatre Market these people are sensible to finer qualities in modern life and its requirements. Here groups blend. One has an unusual spending ability and capacity, always insisting upon the best. Another equally discriminating as to quality of goods and service sought, is inclined to spend, but perforce doing so in lesser volume. Desires alike—gratification varying from occasional—often—to continuous, the aggregate of finer merchandise and service consumed by these groups is enormous.
4. It is truly the Triple-A-Market.

PLAYGOER ECONOMY

1. Advertising in The Playgoer costs much less per prospect than in Newspapers.
2. Advertising in The Playgoer costs much less per prospect than in Class Magazines.
3. Advertising in The Playgoer costs much less per prospect than in General Magazines.
4. The Playgoer adds that extra punch where it is most needed geographically and economically.
5. The Playgoer is needed to economically balance an advertising campaign and gear it to the unlimited purchasing power of the Triple-A-Market.

NOTES ON THE ADVERTISING COVERAGE OF THE TRIPLE-A-MARKET

GENERAL MAGAZINES

1. General Magazines as a group may cover the Triple-A-(Above All Averages)-Market but in a most costly way. The Advertiser pays for reaching 25 non-prospects in order to reach one prospect.
2. The distribution of General Magazine effort is misallocated geographically by at least 25%. Only 35% of the General Magazine effort is expended on the largest centers where 55% to 67% of the Highest Purchase Level Market lies.
3. No small group or single magazine of the General Group will cover this Luxury and Semi-luxury Market.
4. The latest duplication studies show that the duplication among this group of magazines is tremendous.

CLASS MAGAZINES

1. No single magazine or small group of these magazines will cover this Triple-A-Market.
2. Class Magazines as a group have a 65% higher cost per page per thousand circulation than The Playgoer and individually some of the magazines are five times as expensive per page per thousand circulation as The Playgoer.
3. The latest duplication studies show that the duplication among this group is extremely high.

NEWSPAPERS

1. Newspapers give maximum waste in circulation in reaching a limited number of prospects. They add to the cost of reaching this Above All Averages Market.
2. All or nearly all of the newspapers must be used in any Playgoer city to cover this Luxury and Semi-Luxury Market.
3. Comparing the cost of a page in The Playgoer with a similar amount of space (308 lines) in the Daily Newspapers, the Newspapers cost $7,616.84 as against $2,700.00 for The Playgoer (182% greater). The 308 lines in a Newspaper page represents about 1/8 of a page and has nowhere near the Focused Attention Value of a full page in The Playgoer.
4. It is difficult to illustrate Merchandise Quality on Newspaper stock.

Page 3. GENERAL MAGAZINE ADVERTISING

Its under emphasis of the luxury and semi-luxury Markets.

Page 4-5. Distribution of General Magazine Circulation compared with PLAYGOER circulation and three major Markets

a. Wage Market

b. Salary Market

c. Large Income Market

Page 6. Cost Per Page Per Thousand Circulation for PLAYGOER magazine compared with forty-five leading Class Magazines individually and as a group.

GENERAL MAGAZINE ADVERTISING
ITS UNDER EMPHASIS OF THE LUXURY AND SEMI-LUXURY MARKETS

Taking the distribution of circulations of fifteen of the largest and better known General Magazines as typical of the distribution of General Magazine advertising effort and comparing this percentage distribution in the 21 Playgoer cities with the distribution of Population and the three major classes of markets for the same 21 Playgoer cities. The following is the result.

Population	13.67%	**********
Wage Earner Mrkt.	17.59%	**********
Salary Market	25.09%	********** Plus 10*
Large Income Mrkt.	28.17%	********** Plus 16*
General Mag. Circ.	20.47%	**********

It is quite evident that for Salary Market and Large Income Market Merchandise, the General Magazine distribution of effort under emphasises the Playgoer cities.

The following is a reference table which shows in dollars the approximate amount of under emphasis that various sized General Magazine Advertising Appropriations are guilty of in the Playgoer Cities.

General Magazines Advertising Appropriation	Amount Expended in Playgoer Cities	Under Emphasis For Semi-Luxury Merchandise	Under Emphasis For Luxury Merchandise
$ 50,000	$ 10,235	$ 2,309	$ 3,850
$ 75,000	$ 15,353	$ 3,464	$ 5,776
$ 100,000	$ 20,470	$ 4,618	$ 7,701
$ 200,000	$ 40,940	$ 9,236	$ 15,402
$ 300,000	$ 61,410	$13,854	$ 23,102
$ 400,000	$ 81,880	$18,472	$ 30,803
$ 500,000	$102,350	$23,090	$ 38,504
$ 600,000	$122,820	$27,708	$ 46,204
$ 700,000	$143,290	$32,326	$ 53,905
$ 800,000	$163,760	$36,944	$ 61,606
$ 900,000	$184,230	$41,562	$ 69,307
$1,000,000	$204,700	$46,180	$ 77,008
$1,500,000	$307,050	$69,270	$115,512
$2,000,000	$409,400	$92,361	$154,016

NOTE: The amount of under emphasis shown in columns 3 and 4 if spent in The Playgoer would give a geographical as well as economical balance to a campaign intended to sell merchandise of a Luxury or Semi-Luxury nature.

GENERAL MAGAZINE ADVERTISING
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DISTRIBUTION OF GENERAL MAGAZINE CIRCULATION

COMPARED WITH PLAYGOER CIRCULATION AND THE THREE MAJOR MARKETS

	Baltimore	Buffalo	Chicago	Cincinnati	Cleveland	Denver	Detroit	Kansas City	*Los Angeles	Minneapolis	Newark
American Magazine	13,011	10,448	55,933	14,874	24,272	13,112	31,312	15,848	39,236	17,645	7,049
Better Homes & Gardens	4,149	2,953	20,810	4,954	8,785	2,657	14,188	4,381	7,930	6,148	1,583
Colliers	14,540	9,865	68,720	14,512	19,073	9,625	33,466	11,102	30,953	17,216	10,059
Cosmopolitan	13,668	11,321	74,850	12,313	21,518	9,563	44,568	13,948	57,014	15,129	8,313
Delineator	13,226	8,790	56,077	12,151	31,707	11,969	29,046	12,656	40,453	15,240	7,891
Good Housekeeping	12,444	10,549	56,247	9,016	15,383	6,745	29,822	10,010	32,828	13,587	6,017
Ladies Home Journal	19,798	15,667	77,632	18,939	28,004	10,618	38,059	18,133	35,431	17,525	8,938
Liberty	11,108	12,672	84,382	16,654	26,376	9,905	24,542	13,323	33,537	23,217	8,994
Literary Digest	9,003	7,828	36,251	9,959	15,412	6,906	19,912	6,248	26,176	9,027	6,456
McCalls	8,565	15,038	51,513	11,835	20,957	6,822	32,995	10,611	31,000	11,668	6,250
National Geographic	9,328	5,819	28,191	7,338	10,086	5,507	13,142	4,930	21,626	5,570	3,417
Pictorial Review	20,631	14,560	54,246	17,813	27,604	15,159	32,458	17,922	44,816	18,644	11,847
Red Book	9,755	6,386	39,812	7,826	9,626	7,524	19,144	8,229	27,440	7,152	4,547
Saturday Evening Post	19,090	19,037	111,012	21,224	35,370	14,166	50,550	21,050	71,000	22,420	13,650
Womans Home Companion	15,925	12,716	64,448	18,064	27,877	14,156	33,695	16,184	36,796	20,229	10,292
Total General Mag. Cir.	194,241	163,649	880,124	197,472	322,050	144,434	446,897	184,575	*536,236	220,417	115,303
Playgoers Circulation	17,500	7,500	147,060	22,400	33,000	25,332	30,000	15,000	*97,500	12,000	17,000
Population % of U. S.	.66%	.46%	2.55%	.35%	.82%	.26%	1.24%	.39%	1.16%	.36%	.38%
Wage Market % of U. S.	.62%	.58%	3.60%	.38%	.96%	.30%	1.69%	.40%	1.71%	.39%	.44%
Salary Market % of U. S.	.90%	.88%	6.05%	.75%	.88%	.40%	2.21%	.46%	2.17%	.59%	.59%
Large Income Market % U. S.	1.23%	.75%	7.13%	.87%	1.32%	.41%	1.78%	.60%	2.20%	.51%	.99%
General Mag. Cir. % U. S.	.72%	.60%	3.24%	.73%	1.19%	.53%	1.65%	.68%	1.98%	.81%	.42%

* Hollywood included in Los Angeles figures.

DISTRIBUTION OF GENERAL MAGAZINE CIRCULATION

COMPARED WITH PLAYGOER CIRCULATION AND THE THREE MAJOR MARKETS

	Omaha	Philadelphia	Pittsburgh	Portland	San Francisco	St. Louis	St. Paul	Seattle	Washington, D. C.	Total 21 Playgoer Cities	Playgoer Cities % of U. S. Total
American Magazine	9,549	23,027	18,239	16,862	16,293	18,076	7,765	16,895	13,135	382,581	18.07%
Better Homes & Gardens	4,950	5,714	2,677	6,706	2,382	4,742	3,867	6,954	5,198	121,728	12.80%
Colliers	7,554	30,633	20,360	12,161	20,307	18,414	6,798	13,886	12,008	381,252	23.12%
Cosmopolitan	8,553	49,979	21,152	12,394	28,006	22,637	7,727	15,945	22,542	471,140	26.25%
Delineator	5,800	34,509	25,734	14,345	25,068	22,310	4,121	14,417	10,450	395,960	20.75%
Good Housekeeping	6,833	39,071	16,305	9,040	14,501	13,813	7,289	10,142	20,147	339,789	20.10%
Ladies Home Journal	10,456	55,154	21,245	15,011	17,404	25,456	12,880	15,495	22,806	484,651	20.33%
Liberty	8,229	48,431	22,890	9,722	16,438	18,066	11,761	8,831	16,441	425,519	28.57%
Literary Digest	5,066	21,891	15,945	7,150	14,222	10,033	6,124	9,478	12,004	255,091	18.08%
McCalls	6,239	24,191	18,204	12,564	10,472	22,184	6,437	12,173	16,436	336,154	15.12%
National Geographic	3,096	24,684	8,491	7,180	12,177	6,220	3,457	8,128	8,487	196,874	19.21%
Pictorial Review	8,035	43,071	18,787	17,774	20,135	30,493	7,463	22,447	18,114	462,019	19.39%
Red Book	4,840	17,296	10,439	6,486	17,026	9,744	3,808	8,048	13,316	238,444	24.99%
Saturday Evening Post	10,317	61,557	26,941	20,615	34,943	32,208	4,826	22,455	25,628	638,059	22.34%
Womans Home Companion	10,458	26,434	21,599	15,737	16,194	22,335	9,573	17,155	15,706	425,571	18.44%
Total General Mag. Cir.	109,975	505,642	269,008	183,747	265,568	276,731	103,896	202,449	232,418	5,554,832	20.47%
Playgoer Circulation	12,500	70,000	16,998	6,000	38,997	28,000	6,000	6,000	11,000	619,787	100.00%
Population % of U. S.	.18%	1.65%	.54%.	.29%	.60%	.68%	.26%	.40%	.44%		13.67%
Wage Market % of U. S.	.20%	1.85%	.77%	.36%	1.03%	.70%	.27%	.49%	.85%		17.59%
Salary Market % of U. S.	.28%	2.35%	1.43%	.49%	1.55%	1.27%	31%	.56%	.97%		25.09%
Large Income Mrkt % of U. S.	.25%	3.71%	1.21%	.34%	1.83%	1.51%	.29%	.33%	.91%		28.17%
General Mag. Cir. % U. S.	.41%	1.86%	.99%	.68%	.98%	1.02%	.38%	.75%	.86%		20.47%

COST PER PAGE PER THOUSAND CIRCULATION

For Playgoer Magazine Compared with 45 Leading Class Magazines Individually and as a Group

	Circ.	Page Cost	Page Per M.	
THE PLAYGOER	619,787	$2,700	$ 4.35	*
American Golfer	27,972	400	14.30	**********
American Home	185,499	1,250	6.74	**
American Mercury	69,091	350	5.07	*
Arts & Decorations	25,257	400	15.83	**********
Asia Magazine	60,968	600	9.84	**
Atlantic Monthly	130,372	460	3.53	
Business Week	75,000	600	8.00	**
Century	19,987	250	12.50	**********
Charm	86,859	650	7.48	**
Chicagoan	22,089	200	9.05	**
Country Life	37,880	500	13.19	**********
Cunarder	7,054	200	28.35	********** Plus 39*
D. A. C. News	4,521	175	38.70	********** Plus 91*
Fashionable Dress	113,040	1,000	8.85	**
Field & Stream	120,314	575	4.78	*
Forbes	73,577	500	6.79	**
Forum	90,719	450	4.96	*
Golden Book	135,835	600	4.41	*
Golfdom	15,978	200	12.51	**********
Golfers Magazine	43,936	400	9.10	**
Golf Illustrated	14,852	350	23.56	********** Plus 15*
Harpers Bazaar	103,154	1,400	13.57	**********
Harpers	121,116	430	3.55	
House & Garden	134,631	1,400	10.39	**********
House Beautiful	94,891	1,000	10.53	**********
International Studio	14,084	320	22.72	********** Plus 11*
Judge	177,435	1,000	5.63	*
Life	135,470	900	6.64	**
Magazine of Wall St.	87,373	650	7.43	**
Mentor	91,903	400	4.35	*
Metropolitan Golfer	16,262	240	14.75	**********
Motor Boating	27,289	275	10.07	**********
Nations Business	305,418	1,200	3.93	
New Yorker	77,554	700	9.02	**
Nomad	45,000	400	8.89	**
Review of Reviews	178,012	600	3.37	
Scribners	80,646	360	4.46	*
Sportsman	16,638	360	21.63	********** Plus 28*
Theater Magazine	48,511	600	12.36	**********
Time	197,505	890	4.51	*
Travel	40,000	450	11.25	**********
Vanity Fair	86,437	632	7.31	**
Vogue	137,899	1,500	10.87	**********
Yachting	17,726	200	11.28	**********
Worlds Work	146,150	700	4.79	*
Total 45 Magazines	3,741,904	$26,717	$ 7.14	**********

Page 7. THE PLAYGOER vs. DAILY AND SUNDAY NEWSPAPERS

A cost comparison of covering the luxury and semi-luxury Market.

THE PLAYGOER VS. DAILY AND SUNDAY NEWSPAPERS

A COST COMPARISON OF COVERING THE LUXURY AND SEMI-LUXURY MARKET

	Daily Newspaper Circulation	Sunday Newspaper Circulation	Daily Newspaper Line Rate	Sunday Newspaper Line Rate	Daily Newspaper 308 Lines Cost	Sunday Newspaper 308 Lines Cost	Incomes of $5,000 or More	Playgoer Circulation	Playgoer Page Cost	Cost Ratio Daily Newspaper to Playgoer	Cost Ratio Sunday Newspaper to Playgoer
Baltimore	530,692	368,359	$ 1.12	$ .95	$ 344.96	$ 292.60	8,591	17,500	$ 90.00	383	325
Buffalo	396,530	418,795	.79	.54	243.32	166.32	5,679	7,500	30.00	811	554
Chicago	2,290,572	2,508,055	3.70	2.85	1,139.60	877.80	53,593	147,060	540.00	211	163
Cincinnati	502,411	238,969	1.09	.70	335.72	215.60	7,585	22,400	120.00	280	180
Cleveland	582,860	501,303	1.22	.90	375.76	277.20	11,162	33,000	120.00	313	231
Denver	208,060	331,631	.46	.65	141.68	200.20	2,817	25,332	120.00	118	166
Detroit	924,512	1,074,155	1.60	1.45	492.80	446.60	12,688	30,000	120.00	411	372
Kansas City	671,452	444,278	.85	.75	261.80	231.00	4,167	15,000	60.00	436	385
*Los Angeles	895,720	692,979	2.02	1.35	622.16	415.80	21,780	97,500	450.00	138	92
Minneapolis	325,164	332,517	.70	.64	215.60	197.12	3,644	12,000	60.00	359	329
Newark	302,255	142,272	.72	.32	221.76	98.56	12,743	17,000	60.00	370	164
Omaha	246,792	246,679	.50	.50	154.00	154.00	2,228	12,500	60.00	257	257
Philadelphia	1,474,923	1,122,530	2.75	1.85	847.00	569.80	21,049	70,000	300.00	282	190
Pittsburgh	701,642	636,754	1.30	.95	400.40	292.60	13,877	16,998	90.00	445	325
Portland	315,717	306,576	.68	.49	209.44	150.92	3,070	6,000	30.00	698	503
San Francisco	549,424	540,865	1.48	1.13	455.84	348.04	10,785	38,997	210.00	217	166
St. Louis	736,404	613,100	1.38	.93	425.04	286.44	11,474	28,000	120.00	354	239
St. Paul	254,551	200,608	.50	.44	153.92	135.52	2,057	6,000	30.00	513	452
Seattle	297,641	294,672	.75	.65	231.00	200.20	4,039	6,000	30.00	770	667
Washington, D. C.	392,189	337,312	1.12	.83	344.96	255.64	7,075	11,000	60.00	575	426
Playgoer Market	12,599,511	11,352,408	$24.73	$18.87	$7,616.84	$5,811.96	220,103	619,787	$2,700.00	282	215

* Hollywood included in Los Angeles figures.

Page 8. CIRCULATION and RATES of THE PLAYGOER

Page 9. a. Rates per issue—mechanical requirements and instructions.

b. Appropriation requirements for yearly schedule of advertising in THE PLAYGOER (BLACK & WHITE.)

Page 10. Complete appropriation requirements for the 1, 5, 13 & 26 week schedules of advertising in THE PLAYGOER (BLACK & WHITE.)

Page 11. Complete appropriation requirements for all of the various schedules of advertising in THE PLAYGOER (COLOR & ROTOGRAVURE.)

CIRCULATION & RATES
OF THE PLAYGOER

	Number Theatres	Circulation	1 Page	½ Page	¼ Page	⅛ Page	Page Cost Per M.
Baltimore	3	17,500	$ 90.00	$ 51.00	$ 28.50	$ 19.50	$5.14
Buffalo	1	7,500	30.00	17.00	9.50	6.50	4.00
Chicago	18	147,060	540.00	306.00	171.00	117.00	3.67
Cincinnati	4	22,400	120.00	68.00	38.00	26.00	5.35
Cleveland	4	33,000	120.00	68.00	38.00	26.00	3.63
Denver	4	25,332	120.00	68.00	38.00	26.00	4.73
Detroit	4	30,000	120.00	68.00	38.00	26.00	4.00
Kansas City	2	15,000	60.00	34.00	19.00	13.00	4.00
*Los Angeles	15	97,500	450.00	255.00	142.50	97.50	4.61
Minneapolis	2	12,000	60.00	34.00	19.00	13.00	5.00
Newark	2	17,000	60.00	34.00	19.00	13.00	3.52
Omaha	2	12,500	60.00	34.00	19.00	13.00	4.80
Philadelphia	10	70,000	300.00	170.00	93.00	65.00	4.28
Pittsburgh	3	16,998	90.00	51.00	28.50	19.50	5.29
Portland	1	6,000	30.00	17.00	9.50	6.50	5.00
San Francisco	7	38,997	210.00	119.00	66.50	45.50	5.38
St. Louis	4	28,000	120.00	68.00	38.00	26.00	4.28
St. Paul	1	6,000	30.00	17.00	9.50	6.50	5.00
Seattle	1	6,000	30.00	17.00	9.50	6.50	5.00
Washington, D. C.	2	11,000	60.00	34.00	19.00	13.00	5.45
Playgoer Market	90	619,787	$2,700.00	$1,530.00	$855.00	$585.00	$4.35

NOTE: The above circulation and rates are on the basis of one week.

Rate reduction on time contract (yearly basis) reduces page cost per thousand from $4.35 to $2.90.

* Hollywood included in Los Angeles figures.

(A) RATES PER ISSUE—MECHANICAL REQUIREMENTS AND INSTRUCTIONS.

SPACE	1 Week (Times)	5 Weeks (Times)	13 Weeks (Times)	26 Weeks (Times)	40 Weeks (Times)	52 Weeks (Times)	Cost per week 90 theatres 52 week rate	Cost for Yearly Schedule 3,379 Issues
1 Page	$30.00	$24.00	$23.00	$22.00	$21.00	$20.00	$1,800.00	$67,580.00
½ "	17.00	14.00	13.50	13.00	12.50	12.00	1,080.00	40.548.00
¼ "	9 50	8.00	7.75	7.50	7.25	7.00	630.00	23,653.00
⅛ "	6.50	5.00	4.75	4.50	4.25	4.00	360.00	13,516.00
INSERTS Rotogravure	Minimum of 200 issues	30.00	28.50	27.50	26.50	25.50	2,295.00	86,164.50
2-Color		37.00	35.00	34.00	33.00	32.00	2,880 00	108,128.00
3-Color		38.50	36 50	35.50	34 50	33.50	3,015.00	113,196.50
4-Color		40.00	38.00	37.00	36.00	35.00	3,150.00	118,265.00
COVERS 2nd & 3rd Cover	4 Color	35.00	33.00	32.00	31.00	30.00	2,700.00	101,370.00
4th or Back Cover	4-Color Non-Cancellable					35.00	3,150.00	118,265.00

10 per cent additional for specified position used with any service

2—The NATIONAL ASSOCIATION of PLAYGOER PUBLISHERS is directed through the executive office in Chicago.

A single contract may cover the entire list or any group of cities. In either case you will be invoiced on one form for all the publications you use.

You are saved detail in recording contracts and passing separate invoices.

3—PAGE ARRANGEMENT in 2 columns, column width 16 ems, 112 lines deep.

4—MECHANICAL REQUIREMENTS (Type Size).

		INCHES Wide-Deep	EMS Wide-Deep	Depth Agate Lines
A—Full Page		5½x8	33x48	112
D—½ "	Long	2⅛x8	16x48	112
E—½ "	Wide	5½x3⅞	33x23	54
H—¼ "	Long	2⅛x3⅞	16x23	54
K—¼ "	Wide	5½x1⅞	33x11	26
R—⅛ "	Long	2⅛x1⅞	16x11	26
S—⅛ "	Wide	5½x1	33x 6	14
X—1 inch	S. Column	2⅛x1	16x 6	14

5—ISSUED WEEKLY for each theatre.

a. One insertion of an advertisement means its appearance in The Playgoer of any one theatre for one week. Extra matinees and special holiday performances bring the number of performances up to 9 per week.

b. Closing date Monday for the second Monday following. If new copy is not received by closing date the right is reserved to repeat the last advertisement or business card.

6—ORIGINAL HALF-TONES REQUIRED. Preferred screen 120 line.

7—COPY CHANGE (on or before closing date) whenever desired. Two electrotypes required for each change, each city. Drawings, cuts, electrotypes, etc., furnished by publisher to be paid for by the advertiser.

8—ROTOGRAVURE ADVERTISING.
Advertiser furnishes art work and copy. Copy required six weeks in advance and may be changed as often as desired.

9—COLOR ADVERTISING.
Advertiser furnishes art work and plates. Copy required eight weeks in advance and may be changed as often as desired.

10—THEATRE SELECTION may be made by advertiser, but publisher reserves the right to substitute when one or more of the selected theatres are closed.

11—PUBLISHER RESERVES THE RIGHT to reject any advertising copy not conforming with the high standards of the publication.

12—CIRCULATION based—not on seating capacity—but on actual delivery of The Playgoer to each theatre over a period of time, divided by the number of weeks theatre was open—showing the average circulation of The Playgoer for each theatre each week, according to delivery audits, which is as follows: Average each performance 765+; average performances a week 9; 765+x 9 = 6891 weekly circulation in each theatre.

a. The weekly circulation of The Playgoer is over 600,000 in list of 90 theatres. This is exclusive of the increasing number of copies which are mailed to subscribers at the subscription price of $2.50 per year; 5c single copy. Circulation reduced during summer months by closing about 50 per cent of theatres. Over 20,000,000 circulation yearly.

b. Character of circulation: Theatre patrons of the leading theatres in 21 cities.

c. List includes only first-class theatres. No burlesque or motion picture houses.

13—BILLING monthly on the Monday nearest 1st of month—8 monthly billings of 4 weeks each; 4 monthly billings of 5 weeks each, in one year. Checking copies and combination invoice for all advertising handled only through executive offices.

14—TERMS. The discount for cash is 2% on or before 15 days from date of invoice.

15—AGENCY COMMISSION—15%; 2% 15 days.

16—MISCELLANEOUS.

a. Established 1929.

b. Member of the Advertising Commission of the Advertising Federation of America.

17—ALL RATES AND CONDITIONS SUBJECT TO CHANGE WITHOUT NOTICE.

(B) APPROPRIATION REQUIREMENTS FOR YEARLY SCHEDULE OF ADVERTISING IN THE PLAYGOER (BLACK & WHITE)

Cities	No. of Theatres	Weekly Circulation	Guaranteed Issues in Year	Total Yearly Circulation	FIFTY-TWO WEEK SCHEDULE (TIMES) No. of Weeks	One Page	Half Page	Quarter Page	Eighth Page
1. Baltimore	3	17,500	115	670,795	115	2,300.00	1,380.00	805.00	460.00
2. Buffalo	1	7,500	30	225,000	30	600.00	360.00	210.00	120.00
3. Chicago	18	147,060	600	4,902,000	600	12,000.00	7,200.00	4,200.00	2,400.00
4. Cincinnati	4	22,400	157	879,200	157	3,140.00	1,884.00	1,099.00	628.00
5. Cleveland	4	33,000	152	1,254,000	152	3,040.00	1,824.00	1,064.00	608.00
6. Denver	4	25,332	128	810,624	128	2,560.00	1,536.00	896.00	512.00
7. Detroit	4	30,000	132	990,000	132	2,640.00	1,584.00	924.00	528.00
8. Kansas City	2	15,000	40	300,000	40	800.00	480.00	280.00	160.00
9. Los Angeles	11	71,500	417	2,710,500	417	8,340.00	5,004.00	2,919.00	1,668.00
10. Hollywood	4	26,000	175	1,137,500	175	3,500.00	2,100.00	1,225.00	700.00
11. Minneapolis	2	12,000	76	456,000	76	1,520.00	912.00	532.00	304.00
12. Newark	2	17,000	84	714,000	84	1,680.00	1,008.00	588.00	336.00
13. Omaha	2	12,500	60	375,000	60	1,200.00	720.00	420.00	240.00
14. Philadelphia	10	70,000	385	2,695,000	385	7,700.00	4,620.00	2,695.00	1,540.00
15. Pittsburgh	3	16,998	120	679,920	120	2,400.00	1,440.00	840.00	480.00
16. Portland	1	6,000	52	312,000	52	1,040.00	624.00	364.00	208.00
17. San Francisco	7	38,997	354	1,972,134	354	7,080.00	4,248.00	2,478.00	1,416.00
18. St. Louis	4	28,000	130	910,000	130	2,600.00	1,560.00	910.00	520.00
19. St. Paul	1	6,000	40	240,000	40	800.00	480.00	280.00	160.00
20. Seattle	1	6,000	52	312,000	52	1,040.00	624.00	364.00	208.00
21. Washington, D. C.	2	11,000	80	440,000	80	1,600.00	960.00	560.00	320.00
	90	619,787	3,379	22,985,673	3,379	67,580.00	40,548.00	23,653.00	13,516.00

(A) RATES AND MECHNICAL REQUIREMENTS. (B) YEARLY (BLACK & WHITE) SCHEDULE.

CITIES	No. of Theatres	Weekly Circulation	Guaranteed Issues in Year	Total Yearly Circulation	ONE WEEK SCHEDULE (TIMES)					FIVE WEEK SCHEDULE (TIMES)				
					No. of Weeks	One Page	Half Page	Quarter Page	Eighth Page	No. of Weeks	One Page	Half Page	Quarter Page	Eighth Page
1. Baltimore	3	17,500	115	670,795	3	$90.00	$51.00	$28.50	$19.50	15	$360.00	$210.00	$120.00	$75.00
2. Buffalo	1	7,500	30	225,000	1	30.00	17.00	9.50	6.50	5	120.00	70.00	40.00	25.00
3. Chicago	18	147,060	600	4,902,000	18	540.00	306.00	171.00	117.00	90	2,160.00	1,260.00	720.00	450.00
4. Cincinnati	4	22,400	157	879,200	4	120.00	68.00	38.00	26.00	20	480.00	280.00	160.00	100.00
5. Cleveland	4	33,000	152	1,254,000	4	120.00	68.00	38.00	26.00	20	480.00	280.00	160.00	100.00
6. Denver	4	25,332	128	810,624	4	120.00	68.00	38.00	26.00	20	480.00	280.00	160.00	100.00
7. Detroit	4	30,000	132	990,000	4	120.00	68.00	38.00	26.00	20	480.00	280.00	160.00	100.00
8. Kansas City	2	15,000	40	300,000	2	60.00	34.00	19.00	13.00	10	240.00	140.00	80.00	50.00
9. Los Angeles	11	71,500	417	2,710,500	11	330.00	187.00	104.50	71.50	55	1,320.00	770.00	440.00	275.00
10. Hollywood	4	26,000	175	1,137,500	4	120.00	68.00	38.00	26.00	20	480.00	280.00	160.00	100.00
11. Minneapolis	2	12,000	76	456,000	2	60.00	34.00	19.00	13.00	10	240.00	140.00	80.00	50.00
12. Newark	2	17,000	84	714,000	2	60.00	34.00	19.00	13.00	10	240.00	140.00	80.00	50.00
13. Omaha	2	12,500	60	375,000	2	60.00	34.00	19.00	13.00	10	240.00	140.00	80.00	50.00
14. Philadelphia	10	70,000	385	2,695,000	10	300.00	170.00	95.00	65.00	50	1,200.00	700.00	400.00	250.00
15. Pittsburgh	3	16,998	120	679,920	3	90.00	51.00	28.50	19.50	15	360.00	210.00	120.00	75.00
16. Portland	1	6,000	52	312,000	1	30.00	17.00	9.50	6.50	5	120.00	70.00	40.00	25.00
17. San Francisco	7	38,997	354	1,972,134	7	210.00	119.00	66.50	45.50	35	840.00	490.00	280.00	175.00
18. St. Louis	4	28,000	130	910,000	4	120.00	68.00	38.00	26.00	20	480.00	280.00	160.00	100.00
19. St. Paul	1	6,000	40	240,000	1	30.00	17.00	9.50	6.50	5	120.00	70.00	40.00	25.00
20. Seattle	1	6,000	52	312,000	1	30.00	17.00	9.50	6.50	5	120.00	70.00	40.00	25.00
21. Washington, D. C.	2	11,000	80	440,000	2	60.00	34.00	19.00	13.00	10	240.00	140.00	80.00	50.00
	90	619,787	3,379	22,985,673	90	$2,700.00	$1,530.00	$855.00	$585.00	450	$10,800.00	$6,300.00	$3,600.00	$2,250.00

CITIES	No. of Theatres	Weekly Circulation	Guaranteed Issues in Year	Total Yearly Circulation	THIRTEEN WEEK SCHEDULE (TIMES)					TWENTY-SIX WEEK SCHEDULE (TIMES)				
					No. of Weeks	One Page	Half Page	Quarter Page	Eighth Page	No. of Weeks	One Page	Half Page	Quarter Page	Eighth Page
1. Baltimore	3	17,500	115	670,795	39	$897.00	$526.50	$302.25	$185.25	78	$1,716.00	$1,014.00	$585.00	$351.00
2. Buffalo	1	7,500	30	225,000	13	299.00	175.50	100.75	61.75	26	572.00	338.00	195.00	117.00
3. Chicago	18	147,060	600	4,902,000	234	5,382.00	3,159.00	1,813.50	1,111.50	468	10,296.00	6,084.00	3,510.00	2,106.00
4. Cincinnati	4	22,400	157	879,200	52	1,196.00	702.00	403.00	247.00	104	2,288.00	1,352.00	780.00	468.00
5. Cleveland	4	33,000	152	1,254,000	52	1,196.00	702.00	403.00	247.00	104	2,288.00	1,352.00	780.00	468.00
6. Denver	4	25,332	128	810,624	52	1,196.00	702.00	403.00	247.00	104	2,288.00	1,352.00	780.00	468.00
7. Detroit	4	30,000	132	990,000	52	1,196.00	702.00	403.00	247.00	104	2,288.00	1,352.00	780.00	468.00
8. Kansas City	2	15,000	40	300,000	26	598.00	351.00	201.50	123.50	52	1,144.00	676.00	390.00	234.00
9. Los Angeles	11	71,500	417	2,710,500	143	3,289.00	1,930.50	1,108.25	679.25	286	6,292.00	3,718.00	2,145.00	1,287.00
10. Hollywood	4	26,000	175	1,137,500	52	1,196.00	702.00	403.00	247.00	104	2,288.00	1,352.00	780.00	468.00
11. Minneapolis	2	12,000	76	456,000	26	598.00	351.00	201.50	123.50	52	1,144.00	676.00	390.00	234.00
12. Newark	2	17,000	84	714,000	26	598.00	351.00	201.50	123.50	52	1,144.00	676.00	390.00	234.00
13. Omaha	2	12,500	60	375,000	26	598.00	351.00	201.50	123.50	52	1,144.00	676.00	390.00	234.00
14. Philadelphia	10	70,000	385	2,695,000	130	2,990.00	1,755.00	1,007.50	617.50	260	5,720.00	3,380.00	1,950.00	1,170.00
15. Pittsburgh	3	16,998	120	679,920	39	897.00	526.50	302.25	185.25	78	1,716.00	1,014.00	585.00	351.00
16. Portland	1	6,000	52	312,000	13	299.00	175.50	100.75	61.75	26	572.00	338.00	195.00	117.00
17. San Francisco	7	38,997	354	1,972,134	91	2,093.00	1,228.50	705.25	432.25	182	4,004.00	2,366.00	1,365.00	819.00
18. St. Louis	4	28,000	130	910,000	52	1,196.00	702.00	403.00	247.00	104	2,288.00	1,352.00	780.00	468.00
19. St. Paul	1	6,000	40	240,000	13	299.00	175.50	100.75	61.75	26	572.00	338.00	195.00	117.00
20. Seattle	1	6,000	52	312,000	13	299.00	175.50	100.75	61.75	26	572.00	338.00	195.00	117.00
21. Washington, D. C.	2	11,000	80	440,000	26	598.00	351.00	201.50	123.50	52	1,144.00	676.00	390.00	234.00
	90	619,787	3,379	22,985,673	1,170	$26,910.00	$15,795.00	$9,067.50	$5,557.50	2,340	$51,480.00	$30,420.00	$17,550.00	$10,530.00

COMPLETE APPROPRIATION REQUIREMENTS FOR VARIOUS SCHEDULES OF ADVERTISING IN THE PLAYGOER

BLACK & WHITE 1, 5, 13 & 26 WEEK SCHEDULES

CITIES	No. of Theatres	Weekly Circulation	Guaranteed Issues in Year	Total Yearly Circulation	FIVE WEEK SCHEDULE (TIMES)					THIRTEEN WEEK SCHEDULE (TIMES)					
					No. of Weeks	Rotogravure Insert	2-Color Insert	3-Color Insert	2nd & 3rd Cover	4th Cover or 4-Color Insert	No. of Weeks	Rotogravure Insert	2-Color Insert	3-Color Insert	2nd & 3rd Cover	4th Cover or 4-Color Insert
1. Baltimore	3	17,500	115	670,795	15	450.00	555.00	577.50	525.00	600.00	39	1,111.50	1,365.00	1,423.50	1,287.00	1,482.00
2. Buffalo	1	7,500	30	225,000	5	150.00	185.00	192.50	175.00	200.00	13	370.50	455.00	474.50	429.00	494.00
3. Chicago	18	147,060	600	4,902,000	90	2,700.00	3,330.00	3,465.00	3,150.00	3,600.00	234	6,669.00	8,190.00	8,541.00	7,722.00	8,892.00
4. Cincinnati	4	22,400	157	879,200	20	600.00	740.00	770.00	700.00	800.00	52	1,482.00	1,820.00	1,898.00	1,716.00	1,976.00
5. Cleveland	4	33,000	152	1,254,000	20	600.00	740.00	770.00	700.00	800.00	52	1,482.00	1,820.00	1,898.00	1,716.00	1,976.00
6. Denver	4	25,332	128	810,624	20	600.00	740.00	770.00	700.00	800.00	52	1,482.00	1,820.00	1,898.00	1,716.00	1,976.00
7. Detroit	4	30,000	132	990,000	20	600.00	740.00	770.00	700.00	800.00	52	1,482.00	1,820.00	1,898.00	1,716.00	1,976.00
8. Kansas City	2	15,000	40	300,000	10	300.00	370.00	385.00	350.00	400.00	26	741.00	910.00	949.00	858.00	988.00
9. Los Angeles	11	71,500	417	2,710,500	55	1,650.00	2,035.00	2,117.50	1,925.00	2,200.00	143	4,075.50	5,005.00	5,219.50	4,719.00	5,434.00
10. Hollywood	4	26,000	175	1,137,500	20	600.00	740.00	770.00	700.00	800.00	52	1,482.00	1,820.00	1,898.00	1,716.00	1,976.00
11. Minneapolis	2	12,000	76	456,000	10	300.00	370.00	385.00	350.00	400.00	26	741.00	910.00	949.00	858.00	988.00
12. Newark	2	17,000	84	714,000	10	300.00	370.00	385.00	350.00	400.00	26	741.00	910.00	949.00	858.00	988.00
13. Omaha	2	12,500	60	375,000	10	300.00	370.00	385.00	350.00	400.00	26	741.00	910.00	949.00	858.00	988.00
14. Philadelphia	10	70,000	385	2,695,000	50	1,500.00	1,850.00	1,925.00	1,750.00	2,000.00	130	3,705.00	4,500.00	4,745.00	4,290.00	4,940.00
15. Pittsburgh	3	16,998	120	679,920	15	450.00	555.00	577.50	525.00	600.00	39	1,111.50	1,365.00	1,423.50	1,287.00	1,482.00
16. Portland	1	6,000	52	312,000	5	150.00	185.00	192.50	175.00	200.00	13	370.50	455.00	474.50	429.00	494.00
17. San Francisco	7	38,997	354	1,972,134	35	1,050.00	1,295.00	1,349.50	1,225.00	1,400.00	91	2,593.50	3,185.00	3,321.50	3,003.00	3,458.00
18. St. Louis	4	28,000	130	910,000	20	600.00	740.00	770.00	700.00	800.00	52	1,482.00	1,820.00	1,898.00	1,716.00	1,976.00
19. St. Paul	1	6,000	40	240,000	5	150.00	185.00	192.50	175.00	200.00	13	370.50	455.00	474.50	429.00	494.00
20. Seattle	1	6,000	52	312,000	5	150.00	185.00	192.50	175.00	200.00	13	370.50	455.00	474.50	429.00	494.00
21. Washington, D. C.	2	11,000	80	440,000	10	300.00	370.00	385.00	350.00	400.00	26	741.00	910.00	949.00	858.00	988.00
	90	819,787	3,379	22,985,673	450	13,500.00	16,650.00	17,325.00	15,750.00	18,000.00	1170	33,345.00	40,950.00	42,705.00	38,610.00	44,460.00

CITIES	No. of Theatres	Weekly Circulation	Guaranteed Issues in Year	Total Yearly Circulation	TWENTY-SIX WEEK SCHEDULE (TIMES)					FIFTY-TWO WEEK SCHEDULE (TIMES)					
					No. of weeks	Rotogravure Insert	2-Color Insert	3-Color Insert	2nd & 3rd Cover	4th Cover or 4-Color Insert	No. of Weeks	Rotogravure Insert	2-Color Insert	3-Color Insert	2nd & 3rd Cover	4th Cover or 4-Color Insert
1. Baltimore	3	17,500	115	670,795	78	2,145.00	2,652.00	2,769.00	2,496.00	2,886.00	115	2,932.50	3,680.00	3,852.50	3,450.00	4,025.00
2. Buffalo	1	7,500	30	225,000	26	715.00	884.00	923.00	832.00	962.00	30	765.00	960.00	1,005.00	900.00	1,050.00
3. Chicago	18	147,060	600	4,902,000	468	12,870.00	15,912.00	16,614.00	14,976.00	17,316.00	600	15,300.00	19,200.00	20,100.00	18,000.00	21,000.00
4. Cincinnati	4	22,400	157	879,200	104	2,860.00	3,536.00	3,692.00	3,328.00	3,848.00	157	4,003.50	5,024.00	5,259.50	4,710.00	5,495.00
5. Cleveland	4	33,000	152	1,254,000	104	2,860.00	3,536.00	3,692.00	3,328.00	3,848.00	152	3,876.00	4,864.00	5,092.00	4,560.00	5,320.00
6. Denver	4	25,332	128	810,624	104	2,860.00	3,536.00	3,692.00	3,328.00	3,848.00	128	3,264.00	4,096.00	4,288.00	3,840.00	4,480.00
7. Detroit	4	30,000	132	990,000	104	2,860.00	3,536.00	3,692.00	3,328.00	3,848.00	132	3,366.00	4,224.00	4,422.00	3,960.00	4,620.00
8. Kansas City	2	15,000	40	300,000	52	1,430.00	1,768.00	1,846.00	1,664.00	1,924.00	40	1,020.00	1,280.00	1,340.00	1,200.00	1,400.00
9. Los Angeles	11	71,500	417	2,710,500	286	7,865.00	9,724.00	10,153.00	9,152.00	10,582.00	417	10,633.50	13,344.00	13,969.00	12,510.00	14,595.00
10. Hollywood	4	26,000	175	1,137,500	104	2,860.00	3,536.00	3,692.00	3,328.00	3,848.00	175	4,462.00	5,600.00	5,862.50	5,250.00	6,125.00
11. Minneapolis	2	12,000	76	456,000	52	1,430.00	1,768.00	1,846.00	1,664.00	1,924.00	76	1,938.00	2,432.00	2,546.00	2,280.00	2,660.00
12. Newark	2	17,000	84	714,000	52	1,430.00	1,768.00	1,846.00	1,664.00	1,924.00	84	2,142.00	2,688.00	2,814.00	2,520.00	2,940.00
13. Omaha	2	12,500	60	375,000	52	1,430.00	1,768.00	1,846.00	1,664.00	1,924.00	60	1,530.00	1,920.00	2,010.00	1,800.00	2,100.00
14. Philadelphia	10	70,000	385	2,695,000	260	7,150.00	8,840.00	9,230.00	8,320.00	9,620.00	385	9,817.50	12,320.00	12,897.50	11,550.00	13,475.00
15. Pittsburgh	3	16,998	120	679,920	78	2,145.00	2,652.00	2,769.00	2,496.00	2,886.00	120	3,060.00	3,840.00	4,020.00	3,600.00	4,200.00
16. Portland	1	6,000	52	312,000	26	715.00	884.00	923.00	832.00	962.00	52	1,326.00	1,664.00	1,742.00	1,560.00	1,820.00
17. San Francisco	7	38,997	354	1,972,134	182	5,005.00	6,188.00	6,461.00	5,824.00	6,734.00	354	9,027.00	11,328.00	11,859.00	10,620.00	12,390.00
18. St. Louis	4	28,000	130	910,000	104	2,860.00	3,536.00	3,692.00	3,328.00	3,848.00	130	3,315.00	4,160.00	4,355.00	3,900.00	4,550.00
19. St. Paul	1	6,000	40	240,000	26	715.00	884.00	923.00	832.00	962.00	40	1,020.00	1,280.00	1,340.00	1,200.00	1,400.00
20. Seattle	1	6,000	52	312,000	26	715.00	884.00	923.00	832.00	962.00	52	1,326.00	1,664.00	1,742.00	1,560.00	1,820.00
21. Washington, D. C.	2	11,000	80	440,000	52	1,430.00	1,768.00	1,846.00	1,664.00	1,924.00	80	2,040.00	2,560.00	2,680.00	2,400.00	2,800.00
	90	819,787	3,379	22,985,673	2,340	64,350.00	79,560.00	83,070.00	74,880.00	86,580.00	3,379	86,164.50	108,128.00	113,196.50	101,370.00	118,265.00

COMPLETE APPROPRIATION REQUIREMENTS FOR VARIOUS SCHEDULES OF ADVERTISING IN THE PLAYGOER—(COLOR & ROTOGRAVURE)

COLOR & ROTOGRAVURE 5, 13, 26 & 52 WEEK SCHEDULES.

Page 12. MAP of the UNITED STATES
showing location of all PLAYGOER cities and their populations (1930 census)—also number of theatres and the yearly average PLAYGOER circulation in each city.

Page 13. A brief explanation of the contents of the A-A-A survey of each PLAYGOER city and recapitulation of the entire A-A-A Market statistical survey.

Page 14. An explanation of the major factors considered in the A-A-A survey.

Page 15-56. A-A-A Market statistical summary.

A-A-A MARKET MAP **showing location of** Playgoer **cities, 1930 population, number of** Theatres **and** yearly circulation

CONTENTS AND EXPLANATION

The following pages contain a statistical summary of the major economic and marketing factors for each one of the cities comprising The Playgoer market. A summary is also given for the twenty-one cities grouped as a unit under the heading of the Playgoer Market.

There are two pages devoted to each city unit as well as the composite unit. The first page contains under this general heading of "Market Factors" the statistical tabulation of eighteen basic market factors. These factors are given for the city proper as well as for the total area. The actual number for each factor is given under the heading of "Units". Under the heading of "% of U. S." is given the percentage that each factor is to the same factor for the total United States. Under the heading of "Ratio" is given the ratio of each "factor, per capita" to the "United States average per capita." 100 represents "par" or the United States average. For example: The Playgoer Market in Federal Income Taxpayers has a ratio of 146. Comparing this with the U. S. average which is always par or 100, we see that the Playgoer market is 46% above the U. S. average in the per capita number of federal income taxpayers. This ratio column is one of the most helpful columns in visualizing the relative market worth of each of the Playgoer market units.

Under the general heading of "Market Summary" is given the "Wage Earner Market" and its component parts. Under the sub-head of "% of Total" is given the percentage that each division of wage earners is to the total wage market. The red figure under the head of "Ratio" represents the ratio that each "factor per capita" is to the U. S. average per capita. The U. S. average is always 100 or par, therefore the Playgoer wage market is 11% above par or the U. S. per capita average. In a like manner the Salary and Income Market is divided into two parts, "The Salary Market (Salaries Under $10,000)" and "The Income Market (Salaries and Incomes exceeding $10,000)."

The Total Wage Market and the Total Salary and Income Market are then combined according to their relative importance to make up "Total Consumer Buying Power." The second page expresses graphically the more important factors tabulated on the previous page. The chart is self-explanatory except for the red and the black verticle lines. The red line acts as a visual guide in comparing the percentage of the various factors for the city proper with the population percentage. The red stars to the right of the red line show how far above per capita par (U. S. Average) that each factor is per capita. The black line shows the same information for the Total Areas.

Scale for Graphs: The cities vary in size to such an extent that no set scale of percentage per star could be followed for all factors and all market units, suffice to say that they visualize relatively the percentages as indicated.

Trading Areas: The five major studies on this subject were compared and a composite picture of the concensus of opinion was used in determining what counties the adjacent area included.

The five studies were:

1. International Magazine Study
2. J. Walter Thompson Study
3. 100,000 City Group Study
4. Batten, Barton, Durstine & Osborne Study
5. Department of Commerce Wholesale Grocery Study.

Sources of Statistical Data:

Population: Government Census and Government Estimates.
Illiteracy: " " " " "
Income Taxpayers: 1927 N. S. Internal Revenue Department.
Manufacturing Data: 1927 U. S. Census of Manufacturers.
Bank Deposits Total: 1928 U. S. Department of Commerce Market Data Handbook.
Mining Employees: " " " " " " "
Farm Population: " " " " " " "
Farm Income: " " " " " " "
Number Wholesalers: " " " " " " "
Number Retailers: " " " " " " "

Circulation and Rate Statistics from Standard Rate and Data, September 1929 issue.

Composite of 20 City Markets

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	13,221,077	12.42%		26,232,929	24.65%	
Population '29	17,222,426	13.67%	100	33,499,486	26.59%	100
Percentage Increase	20.22%			18.83%		
Percentage Urban	100.00%			81.52%		
Percentage Rural	.00%			18.48%		
Percentage Illiteracy	4.10%					
Income Taxpayers (Federal)	1,022,221	25.08%	183	1,586,318	38.92%	146
Large Incomes (Over $10,000)	71,823	28.16%	206	103,449	40.56%	153
Wage Earners Manufacturing	1,650,745	19.76%	145	2,773,520	33.20%	125
Wages Paid Manufacturing	$2,386,737,000	22.00%	161	$4,024,905,000	37.10%	139
Value Added By Manufacturer	$6,413,561,000	23.25%	170	$10,341,695,000	37.49%	141
Value Manufactured Products	$14,425,220,000	23.00%	168	$24,478,971,000	39.03%	147
Bank Deposits Total	$14,786,964,000	24.85%	182	$19,160,573,000	32.20%	121
Mining Employees	--	--	--	162,100	16.75%	63
Farm Population	--	--	--	3,390,855	11.70%	44
Farm Income	--	--	--	$1,575,212,000	16.50%	62
Number of Wholesalers	35,796	27.07%	203	42,542	32.92%	124
Number of Retailers	242,664	16.09%	118	434,653	28.82%	108

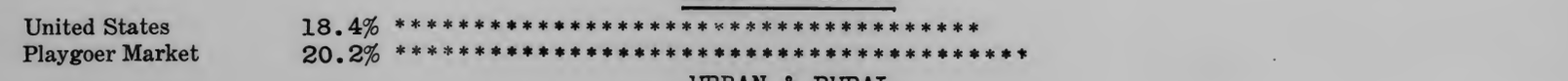
MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	45%	111	38%	112
Agriculture Wage Market	--	--	12%	141
Mining Wage Market	--	--	2%	113
General & Misc. Wage Market	55%	141	48%	128
Total Wage Market	100%	128	100%	123
Salary Market (Under $10,000)	93%	183	93%	146
Income Market (Over $10,000)	7%	206	7%	153
Total Salary & Income Market	100%	185	100%	147
Total Wage Market	70%	128	76%	123
Total Salary & Income Market	30%	185	24%	147
Total Consumer Buying Power	100%	145	100%	129

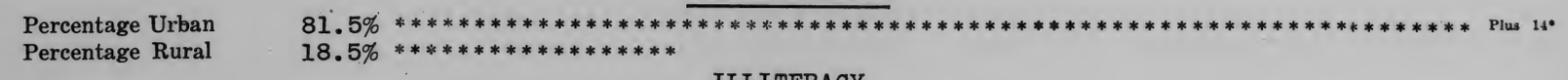
PLAYGOER MARKET

Composite of 20 City Markets

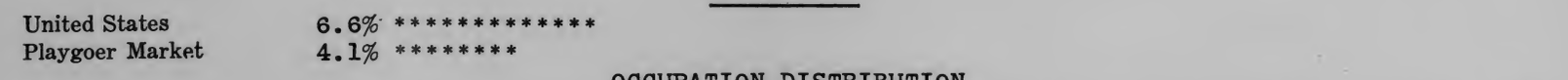
RATE OF GROWTH



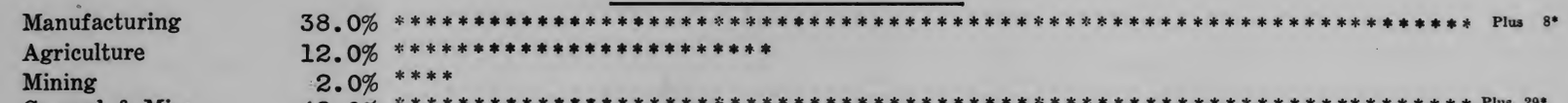
URBAN & RURAL



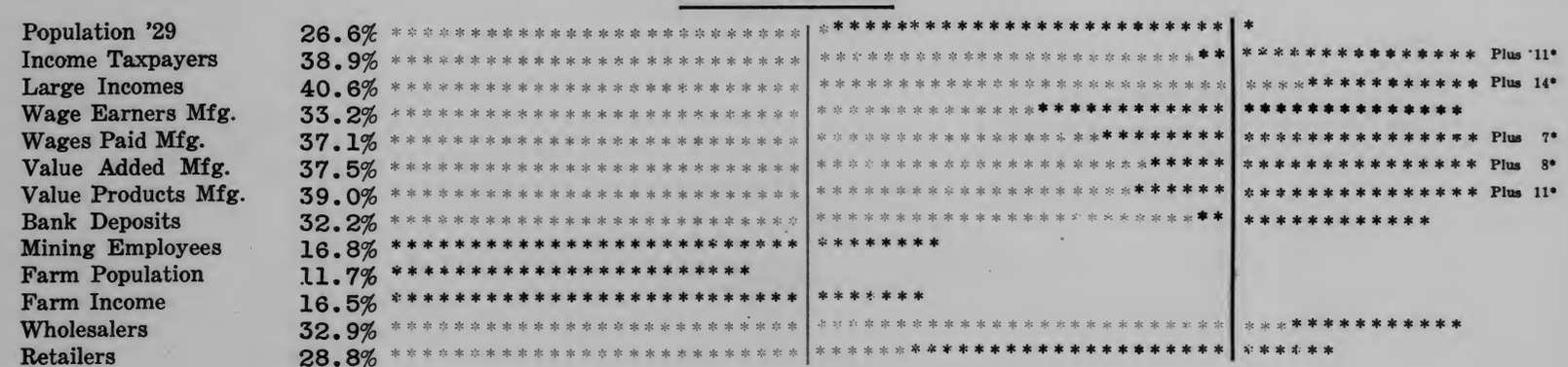
ILLITERACY



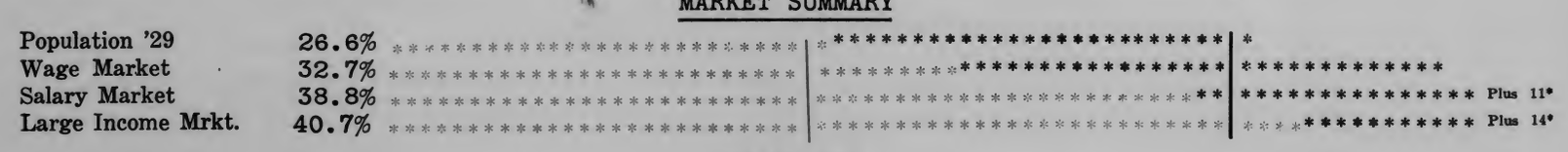
OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY



COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black **** Total Area

PLAYGOER MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	733,826	.690%		946,439	.889%	
Population '29	836,458	.664%	100	1,080,205	.857%	100
Percentage Increase	13.98%			14.13%		
Percentage Urban	100.00%			83.46%		
Percentage Rural	.00%			16.54%		
Percentage Illiteracy	5.00%					
Income Taxpayers (Federal)	36,673	.900%	136	41,685	1.023%	119
Large Incomes (Over $10,000)	3,141	1.232%	185	3,578	1.403%	164
Wage Earners Manufacturing	84,005	1.006%	151	99,604	1.192%	139
Wages Paid Manufacturing	$93,404,000	.861%	130	$116,101,000	1.070%	125
Value Added By Manufacturer	$266,656,000	.967%	146	$317,068,000	1.149%	134
Value Manufactured Products	$692,575,000	1.104%	166	$803,402,000	1.281%	149
Bank Deposits Total	$609,030,000	1.024%	154	$663,167,000	1.115%	130
Mining Employees	-	--	--	587	.061%	7
Farm Population	-	--	--	82,132	.283%	33
Farm Income	-	--	--	$22.390,000	.235%	27
Number of Wholesalers	1,560	1.207%	182	1,616	1.251%	146
Number of Retailers	14,919	.989%	149	17,410	1.154%	135

MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	47%	86	43%	90
Agriculture Wage Market	--	--	9%	83
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	53%	100	48%	98
Total Wage Market	100%	93	100%	93
Salary Market (Under $10,000)	91%	136	91%	119
Income Market (Over $10,000)	9%	185	9%	164
Total Salary & Income Market	100%	140	100%	123
Total Wage Market	81%	93	81%	93
Total Salary & Income Market	19%	140	19%	123
Total Consumer Buying Power	100%	102	100%	97

BALTIMORE MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

United States	18.40%	**********
Baltimore Market	14.13%	*******

URBAN & RURAL

Percentage Urban	83.46%	********** Plus 15*
Percentage Rural	16.54%	******

ILLITERACY

United States	6.60%	******
Baltimore City	5.00%	*****

OCCUPATION DISTRIBUTION

Manufacturing	43.00%	**********
Agriculture	9.00%	*****
Mining	--	
General & Misc.	48.00%	**********

MARKET FACTORS

Population '29	.86%	********* *
Income Taxpayers	1.02%	********* *****
Large Incomes	1.40%	********* **********
Wage Earners Mfg.	1.19%	********* **********
Wages Paid Mfg.	1.07%	********* **********
Value Added Mfg.	1.15%	********* **********
Value Products Mfg.	1.28%	********* **********
Bank Deposits	1.12%	********* **********
Mining Employees	.06%	***
Farm Population	.28%	********
Farm Income	.24%	********
Wholesalers	1.25%	********* **********
Retailers	1.15%	********* **********

MARKET SUMMARY

Population '29	.86%	********* *
Wage Market	.82%	*********
Salary Market	1.02%	********* *****
Large Income Mrkt.	1.40%	********* **********

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black ** ** Total Area

BALTIMORE MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	506,775	.476%		1,073,815	1.009%	
Population '29	580,000	.460%	100	1,233,016	.979%	100
Percentage Increase	14.45%			14.83%		
Percentage Urban	100.00%			81.08%		
Percentage Rural	.00%			18.92%		
Percentage Illiteracy	4.80%					
Income Taxpayers (Federal)	35,781	.878%	191	56,700	1.391%	142
Large Incomes (Over $10,000)	1,910	.749%	163	2,910	1.180%	120
Wage Earners Manufacturing	63,615	.762%	165	136,871	1.638%	167
Wages Paid Manufacturing	$95,126,000	.877%	190	$199,280,000	1.837%	188
Value Added By Manufacturer	$246,696,000	.894%	194	$526,887,000	1.910%	195
Value Manufactured Products	$649,302,000	1.035%	225	$1,241,197,000	1.979%	202
Bank Deposits Total	$582,557,000	.979%	213	$859,152,000	1.443%	148
Mining Employees	--	--	--	1,601	.165%	17
Farm Population	--	--	--	150,832	.520%	53
Farm Income	--	--	--	$75,760,000	.794%	81
Number of Wholesalers	898	.695%	151	1,295	1.002%	102
Number of Retailers	9,516	.631%	137	18,919	1.254%	128

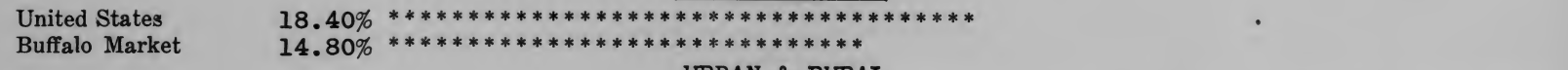
MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	51%	115	51%	112
Agriculture Wage Market	--	--	14%	152
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	49%	139	35%	132
Total Wage Market	100%	127	100%	125
Salary Market (Under $10,000)	95%	191	95%	142
Income Market (Over $10,000)	5%	163	5%	120
Total Salary & Income Market	100%	190	100%	141
Total Wage Market	77%	127	77%	125
Total Salary & Income Market	23%	190	23%	141
Total Consumer Buying Power	100%	141	100%	129

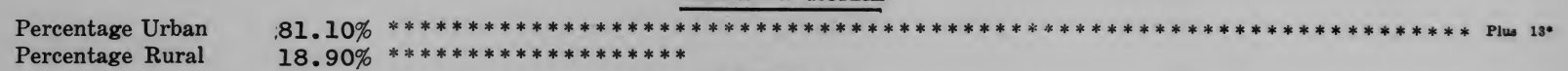
BUFFALO, N. Y. MARKET

A UNIT OF THE PLAYGOER MARKET

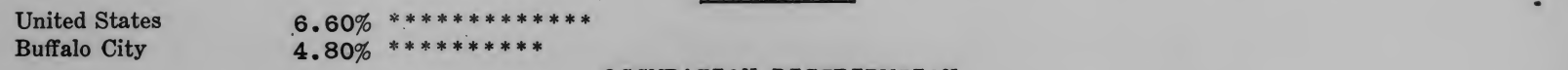
RATE OF GROWTH



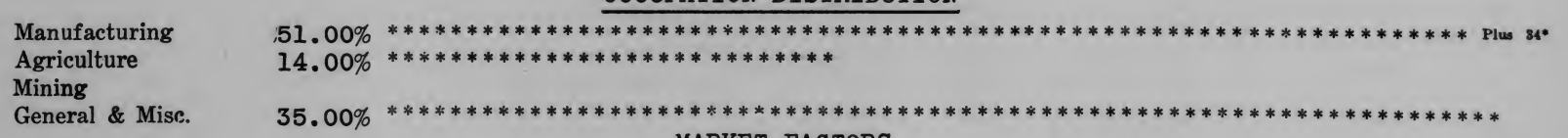
URBAN & RURAL



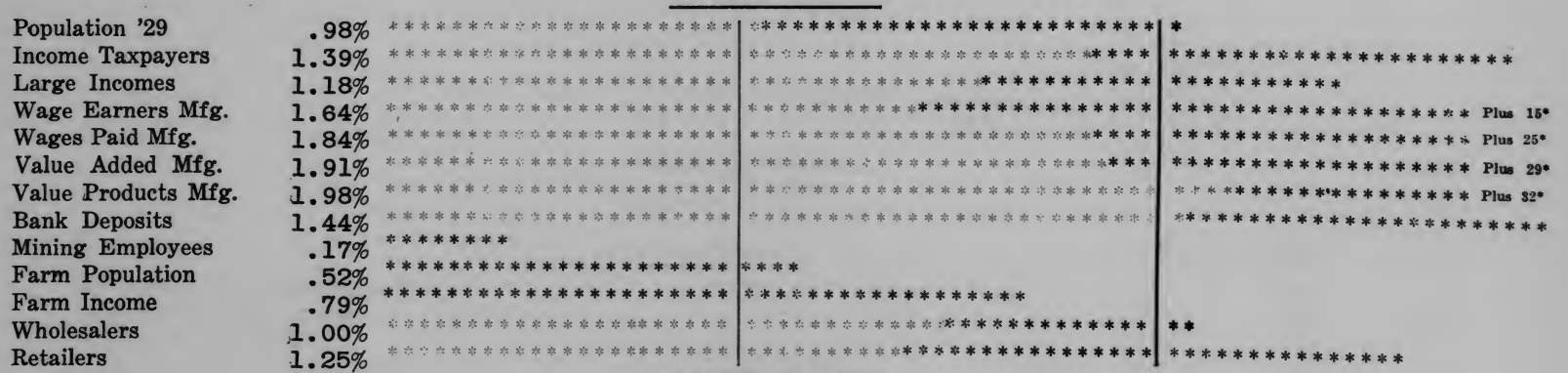
ILLITERACY



OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black ** ** Total Area

BUFFALO MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	2,701,705	2.539%		3,627,968	3.409%	
Population '29	3,215,000	2.552%	100	4,610,576	3.660%	100
Percentage Increase	19.00%			27.08%		
Percentage Urban	100.00%			95.06%		
Percentage Rural	.00%			4.94%		
Percentage Illiteracy	5.20%					
Income Taxpayers (Federal)	246,639	6.051%	237	328,050	8.049%	220
Large Incomes (Over $10,000)	18,194	7.133%	280	22,790	8.936%	244
Wage Earners Manufacturing	372,061	4.454%	175	504,329	6.037%	165
Wages Paid Manufacturing	576,159	5.311%	208	$784,014,000	7.226%	197
Value Added By Manufacturer	$1,588,906,000	5.760%	226	$2,157,239,000	7.820%	214
Value Manufactured Products	$3,478,754,000	5.547%	217	$4,800,402,000	7.654%	209
Bank Deposits Total	$2,935,000,000	4.932%	193	$3,208,766,000	5.392%	147
Mining Employees	--	--	--	1,767	.183%	5
Farm Population	--	--	--	94,830	.327%	9
Farm Income	--	--	--	$72,440,000	.759%	21
Number of Wholesalers	9,443	7.307%	286	9,763	7.555%	206
Number of Retailers	59,504	3.946%	155	76,021	5.041%	138

MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	54%	119	51%	120
Agriculture Wage Market	--	--	2%	232
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	46%	166	47%	163
Total Wage Market	100%	141	100%	142
Salary Market (Under $10,000)	93%	237	93%	220
Income Market (Over $10,000)	7%	280	7%	244
Total Salary & Income Market	100%	240	100%	222
Total Wage Market	64%	141	64%	142
Total Salary & Income Market	36%	240	36%	222
Total Consumer Buying Power	100%	177	100%	171

CHICAGO MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

United States	18.40%	**********
Chicago Market	27.08%	**********

URBAN & RURAL

Percentage Urban	95.06%	********** Plus 29*
Percentage Rural	4.94%	*****

ILLITERACY

United States	6.60%	**********
Chicago City	5.20%	**********

OCCUPATION DISTRIBUTION

Manufacturing	51.00%	**********
Agriculture	2.00%	**
Mining	--	
General & Misc.	47.00%	**********

MARKET FACTORS

Population '29	3.66%	**********	*	
Income Taxpayers	8.05%	**********	********** *****	Plus 15*
Large Incomes	8.94%	**********	********** Plus 10*	Plus 18*
Wage Earners Mfg.	6.04%	**********	********** ********** ****	
Wages Paid Mfg.	7.23%	**********	********** **********	Plus 6*
Value Added Mfg.	7.82%	**********	********** ********	Plus 12*
Value Products Mfg.	7.65%	**********	********** **********	Plus 11*
Bank Deposits	5.39%	**********	********** *****	
Mining Employees	.18%	**		
Farm Population	.33%	***		
Farm Income	.76%	********		
Wholesalers	7.56%	**********	********** Plus 13*	Plus 3*
Retailers	5.04%	**********	********** **** **********	

MARKET SUMMARY

Population '29	3.66%	**********	*	
Wage Market	5.20%	**********	**********	
Salary Market	8.05%	**********	********** *****	Plus 16*
Large Income Mrkt.	8.94%	**********	********** Plus 10*	Plus 18*

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black **** Total Area

CHICAGO MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	401,247	.377%		1,095,277	1.029%	
Population '29	442,000	.351%	100	1,208,923	.960%	100
Percentage Increase	10.16%			10.38%		
Percentage Urban	100.00%			71.42%		
Percentage Rural	.00%			28.58%		
Percentage Illiteracy	2.20%					
Income Taxpayers (Federal)	30,630	.752%	214	49,000	1.202%	125
Large Incomes (Over $10,000)	2,210	.866%	247	3,663	1.436%	150
Wage Earners Manufacturing	62,493	.748%	213	121,007	1.449%	151
Wages Paid Manufacturing	$79,701,000	.735%	209	$157,854,000	1.455%	152
Value Added By Manufacturer	$216,283,000	.784%	224	$386,402,000	1.401%	146
Value Manufactured Products	$437,954,000	.698%	199	$857,620,000	1.367%	142
Bank Deposits Total	$353,908,000	.595%	170	$492,960,000	.828%	86
Mining Employees	--	--	--	198	.021%	2
Farm Population	--	--	--	221,585	.765%	80
Farm Income	--	--	--	$66,120,000	.693%	72
Number of Wholesalers	1,816	1.405%	401	2,143	1.658%	173
Number of Retailers	6,862	.455%	130	16,559	1.098%	114

MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	66%	98	47%	100
Agriculture Wage Market	--	--	21%	91
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	34%	125	32%	105
Total Wage Market	100%	107	100%	100
Salary Market (Under $10,000)	93%	214	93%	125
Income Market (Over $10,000)	7%	247	7%	150
Total Salary & Income Market	100%	216	100%	127
Total Wage Market	80%	107	80%	100
Total Salary & Income Market	20%	216	20%	127
Total Consumer Buying Power	100%	129	100%	105

CINCINNATI MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

United States	18.40%	**********
Cincinnati Market	10.38%	*****

URBAN & RURAL

Percentage Urban	71.42%	**********
Percentage Rural	28.58%	*******

ILLITERACY

United States	6.60%	**********
Cincinnati City	2.20%	****

OCCUPATION DISTRIBUTION

Manufacturing	47.00%	********** Plus 26°
Agriculture	21.00%	**********
Mining	--	
General & Misc.	32.00%	**********

MARKET FACTORS

Population '29	.96%	**********	**********	*
Income Taxpayers	1.20%	**********	**********	**********
Large Incomes	1.44%	**********	**********	**********
Wage Earners Mfg.	1.45%	**********	**********	**********
Wages Paid Mfg.	1.46%	**********	**********	**********
Value Added Mfg.	1.40%	**********	**********	**********
Value Products Mfg.	1.37%	**********	**********	**********
Bank Deposits	.83%	**********	**********	
Mining Employees	.02%	*		
Farm Population	.77%	**********	**********	
Farm Income	.69%	**********	**********	
Wholesalers	1.66%	**********	**********	********** Plus 9° Plus 12°
Retailers	1.10%	**********	**********	********

MARKET SUMMARY

Population '29	.96%	**********	**********	*
Wage Market	.96%	**********	**********	*
Salary Market	1.20%	**********	**********	**********
Large Income Mrkt.	1.44%	**********	**********	**********

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black**** Total Area

CINCINNATI MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	796,841	.754%		1,550,067	1.466%	
Population '29	1,032,222	.819%	100	2,077,493	1.649%	100
Percentage Increase	29.53%			34.03%		
Percentage Urban	100.00%			85.90%		
Percentage Rural	.00%			14.10%		
Percentage Illiteracy	6.00%					
Income Taxpayers (Federal)	35,754	.877%	107	70,887	1.739%	105
Large Incomes (Over $10,000)	3,365	1.319%	161	5,217	2.046%	124
Wage Earners Manufacturing	131,146	1.570%	192	231,890	2.776%	168
Wages Paid Manufacturing	$201,092,000	1.854%	226	$356,523,000	3.286%	199
Value Added By Manufacturer	$484,236,000	1.755%	214	$896,178,000	3.249%	197
Value Manufactured Products	$1,040,754,000	1.659%	203	$1,971,158,000	3.143%	191
Bank Deposits Total	$933,578,000	1.569%	191	$1,155,582,000	1.942%	118
Mining Employees	--	--	--	1,365	.141%	9
Farm Population	--	--	--	124,835	.431%	26
Farm Income	--	--	--	$49,380,000	.517%	31
Number of Wholesalers	1,672	1.294%	158	2,125	1.644%	100
Number of Retailers	13,066	.866%	106	22,843	1.515%	92

MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	59%	118	52%	118
Agriculture Wage Market	--	--	7%	120
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	41%	116	41%	116
Total Wage Market	100%	117	100%	117
Salary Market (Under $10,000)	93%	107	93%	105
Income Market (Over $10,000)	7%	161	7%	124
Total Salary & Income Market	100%	111	100%	106
Total Wage Market	83%	117	83%	117
Total Salary & Income Market	17%	111	17%	106
Total Consumer Buying Power	100%	116	100%	115

CLEVELAND MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

United States	18.40%	**********
Cleveland Market	34.03%	**********

URBAN & RURAL

Percentage Urban	85.90%	********** Plus 18*
Percentage Rural	14.10%	**********

ILLITERACY

United States	6.60%	**********
Cleveland City	6.00%	**********

OCCUPATION DISTRIBUTION

Manufacturing	52.00%	**********
Agriculture	7.00%	**********
Mining	--	
General & Misc.	41.00%	**********

MARKET FACTORS

Population '29	1.65%	**********	* **********	*
Income Taxpayers	1.74%	**********	** **********	***
Large Incomes	2.05%	**********	********** **********	**********
Wage Earners Mfg.	2.78%	**********	********** **	********** Plus 17*
Wages Paid Mfg.	3.29%	**********	********** *****	********** ********** Plus 33*
Value Added Mfg.	3.25%	**********	**********	********** Plus 32*
Value Products Mfg.	3.14%	**********	**********	* ********** Plus 28*
Bank Deposits	1.94%	**********	********** **	**********
Mining Employees	.14%	****		
Farm Population	.43%	**********		
Farm Income	.52%	**********		
Wholesalers	1.64%	**********	********** **********	
Retailers	1.52%	**********	** **********	

MARKET SUMMARY

Population '29	1.65%	**********	* **********	*
Wage Market	1.93%	**********	***** **********	**********
Salary Market	1.74%	**********	** **********	***
Large Income Mrkt.	2.05%	**********	********** **********	**********

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black ** ** Total Area

CLEVELAND MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	256,491	.241%		524,982	.493%	
Population '29	325,000	.258%	100	658,892	.523%	100
Percentage Increase	26.71%			25.51%		
Percentage Urban	100.00%			65.49%		
Percentage Rural	.00%			34.51%		
Percentage Illiteracy	2.10%					
Income Taxpayers (Federal)	16,244	.399%	154	21,379	.525%	100
Large Incomes (Over $10,000)	1,053	.413%	160	1,160	.455%	87
Wage Earners Manufacturing	15,054	.180%	70	19,372	.232%	44
Wages Paid Manufacturing	$19,458,000	.179%	70	$24,922,000	.230%	44
Value Added By Manufacturer	$48,068,000	.174%	68	$56,797,000	.206%	39
Value Manufactured Products	$116,748,000	.186%	72	$144,672,000	.231%	44
Bank Deposits Total	$168,289,000	.283%	110	$213,344,000	.359%	69
Mining Employees	--	--	--	4,501	.465%	89
Farm Population	--	--	--	129,998	.449%	86
Farm Income	--	--	--	$73,330,000	.768%	147
Number of Wholesalers	559	.433%	168	705	.546%	104
Number of Retailers	4,368	.290%	112	8,944	.593%	113

MARKET SUMMARY

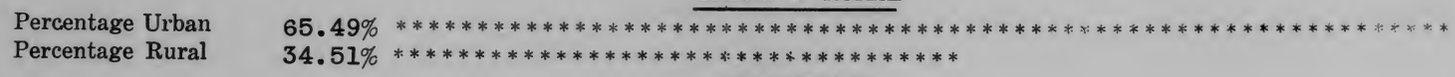
	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	22%	100	14%	99
Agriculture Wage Market	--	--	23%	171
Mining Wage Market	--	--	2%	116
General & Misc. Wage Market	78%	123	61%	127
Total Wage Market	100%	118	100%	133
Salary Market (Under $10,000)	95%	154	95%	100
Income Market (Over $10,000)	5%	160	5%	87
Total Salary & Income Market	100%	154	100%	99
Total Wage Market	84%	118	84%	133
Total Salary & Income Market	16%	154	16%	99
Total Consumer Buying Power	100%	124	100%	128

DENVER MARKET

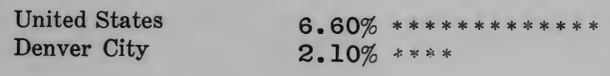
A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

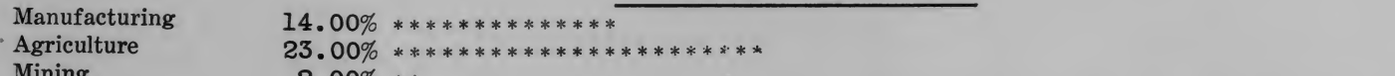
URBAN & RURAL



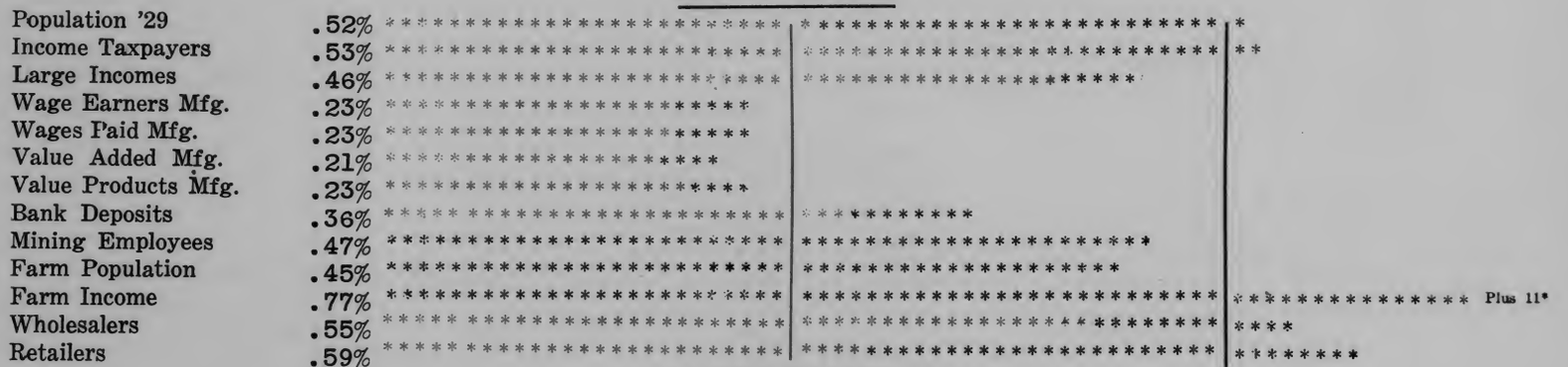
ILLITERACY



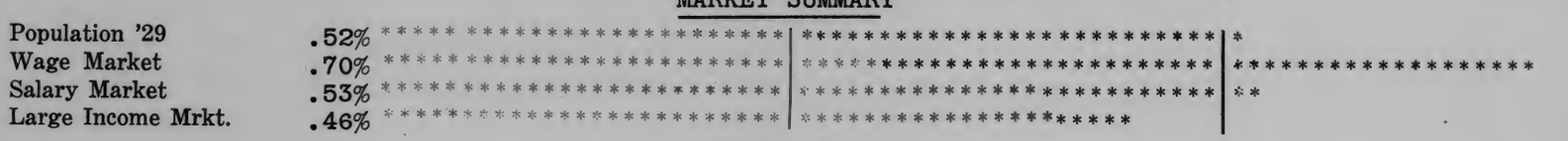
OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY



COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black** ** Total Area

DENVER MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	993,678	.934%		1,493,746	1.404%	
Population '29	1,565,100	1.242%	100	2,288,893	1.817%	100
Percentage Increase	57.50%			53.23%		
Percentage Urban	100.00%			91.46%		
Percentage Rural	.00%			8.54%		
Percentage Illiteracy	4.28%					
Income Taxpayers (Federal)	89,921	2.206%	178	117,716	2.888%	159
Large Incomes (Over $10,000)	4,538	1.779%	143	5,772	2.263%	125
Wage Earners Manufacturing	189,649	2.270%	183	281,171	3.366%	185
Wages Paid Manufacturing	$318,096,000	2.922%	235	$468,414,000	4.318%	238
Value Added By Manufacturer	$778,423,000	2.822%	227	$1,074,757,000	3.896%	214
Value Manufactured Products	$1,736,933,000	2.769%	223	$2,500,238,000	3.987%	219
Bank Deposits Total	$847,012,000	1.423%	115	$1,177,735,000	1.979%	109
Mining Employees	--	--	--	402	.042%	2
Farm Population	--	--	--	117,362	.405%	22
Farm Income	--	--	--	$45,290,000	.474%	26
Number of Wholesalers	1,747	1.352%	109	1,948	1.507%	83
Number of Retailers	15,384	1.020%	82	23,881	1.583%	87

MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	56%	129	57%	128
Agriculture Wage Market	--	--	6%	117
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	44%	145	37%	141
Total Wage Market	100%	136	100%	132
Salary Market (Under $10,000)	95%	178	95%	159
Income Market (Over $10,000)	5%	143	5%	125
Total Salary & Income Market	100%	176	100%	157
Total Wage Market	74%	136	74%	132
Total Salary & Income Market	26%	176	26%	157
Total Consumer Buying Power	100%	146	100%	139

DETROIT MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

United States	18.40%	******
Detroit Market	53.20%	**********

URBAN & RURAL

Percentage Urban	91.50%	********** Plus 24*
Percentage Rural	8.50%	**

ILLITERACY

United States	6.60%	**
Detroit City	4.20%	**

OCCUPATION DISTRIBUTION

Manufacturing	57.00%	**********
Agriculture	6.00%	*
Mining	--	
General & Misc.	37.00%	*******

MARKET FACTORS

Population '29	1.82%	*
Income Taxpayers	2.89%	*
Large Incomes	2.26%	*
Wage Earners Mfg.	3.37%	*
Wages Paid Mfg.	4.32%	*
Value Added Mfg.	3.90%	* Plus 19*
Value Products Mfg.	3.99%	* Plus 11*
Bank Deposits	1.98%	* Plus 13*
Mining Employees	.04%	*
Farm Population	.41%	*
Farm Income	.47%	*
Wholesalers	1.51%	*
Retailers	1.58%	*

MARKET SUMMARY

Population '29	1.82%	*
Wage Market	2.40%	*
Salary Market	2.89%	*
Large Income Mrkt.	2.26%	*

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black** ** Total Area

DETROIT MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	324,410	.305%		1,028,010	.966%	
Population '29	493,154	.391%	100	1,249,804	.992%	100
Percentage Increase	52.02%			21.57%		
Percentage Urban	100.00%			67.66%		
Percentage Rural	.00%			32.34%		
Percentage Illiteracy	2.20%					
Income Taxpayers (Federal)	18,583	.456%	116	26,970	.662%	67
Large Incomes (Over $10,000)	1,541	.604%	154	1,912	.750%	76
Wage Earners Manufacturing	25,486	.305%	78	49,745	.596%	60
Wages Paid Manufacturing	$32,147,000	.296%	76	$62,282,000	.574%	58
Value Added By Manufacturer	$95,572,000	.347%	89	$182,669,000	.662%	67
Value Manufactured Products	$222,136,000	.354%	90	$641,236,000	1.022%	103
Bank Deposits Total	$305,671,000	.514%	131	$434,903,000	.731%	74
Mining Employees	--	--	--	4,837	.500%	50
Farm Population	--	--	--	266,161	.918%	93
Farm Income	--	--	--	$105,840,000	1.109%	112
Number of Wholesalers	972	.752%	192	1,335	1.033%	104
Number of Retailers	6,133	.407%	104	15,152	1.005%	101

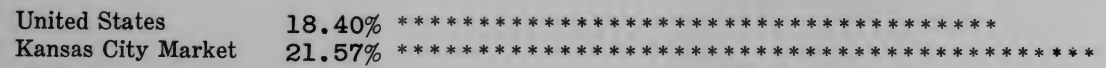
MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	24%	97	18%	96
Agriculture Wage Market	--	--	24%	121
Mining Wage Market	--	--	1%	100
General & Misc. Wage Market	76%	103	57%	102
Total Wage Market	100%	102	100%	105
Salary Market (Under $10,000)	93%	116	93%	67
Income Market (Over $10,000)	7%	154	7%	76
Total Salary & Income Market	100%	119	100%	68
Total Wage Market	89%	102	89%	105
Total Salary & Income Market	11%	119	11%	68
Total Consumer Buying Power	100%	104	100%	101

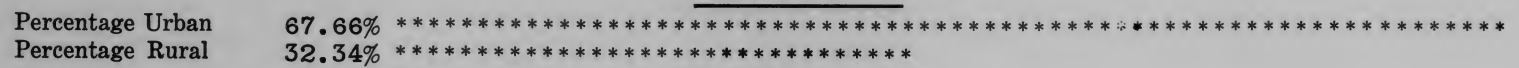
KANSAS CITY MARKET

A UNIT OF THE PLAYGOER MARKET

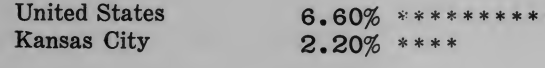
RATE OF GROWTH



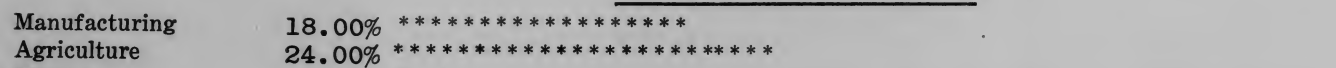
URBAN & RURAL



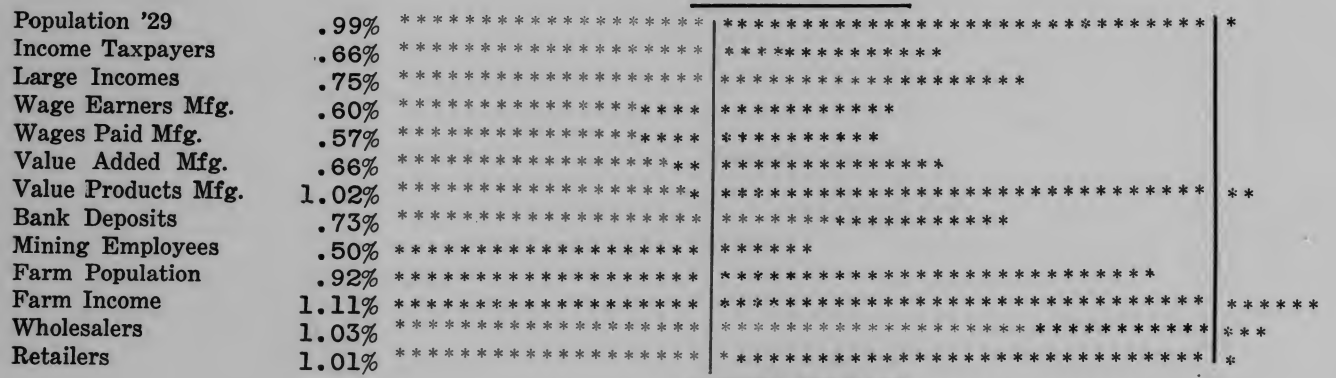
ILLITERACY



OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black **** Total Area

KANSAS CITY MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	576,673	.542%		1,157,283	1.088%	
Population '29	1,463,411	1.162%	100	2,624,857	2.083%	100
Percentage Increase	153.77%			126.81%		
Percentage Urban	100.00%			94.25%		
Percentage Rural	.00%			5.75%		
Percentage Illiteracy	2.20%					
Income Taxpayers (Federal)	88,254	2.165%	186	145,547	3.571%	171
Large Incomes (Over $10,000)	5,607	2.198%	189	9,043	3.546%	170
Wage Earners Manufacturing	66,608	.797%	69	101,656	1.217%	58
Wages Paid Manufacturing	$99,845,000	.920%	79	$154,719,000	1.426%	68
Value Added By Manufacturer	$304,636,000	1.104%	95	$494,775,000	1.794%	86
Value Manufactured Products	$610,539,000	.974%	84	$1,060,479,000	1.691%	81
Bank Deposits Total	$1,113,937,000	1.872%	161	$1,332,251,000	2.239%	107
Mining Employees	--	--	--	2,658	.275%	13
Farm Population	--	--	--	107,067	.369%	18
Farm Income	--	--	--	$113,380,000	1.188%	57
Number of Wholesalers	2,744	2.123%	183	2,885	2.233%	107
Number of Retailers	15,036	.997%	86	26,744	1.773%	85

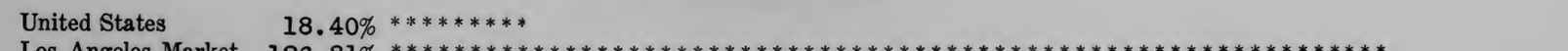
MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	21%	115	18%	117
Agriculture Wage Market	--	--	5%	321
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	79%	156	77%	166
Total Wage Market	100%	147	100%	165
Salary Market (Under $10,000)	94%	186	94%	171
Income Market (Over $10,000)	6%	189	6%	170
Total Salary & Income Market	100%	186	100%	171
Total Wage Market	72%	147	72%	165
Total Salary & Income Market	28%	186	28%	171
Total Consumer Buying Power	100%	158	100%	167

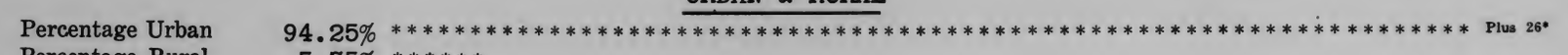
LOS ANGELES MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

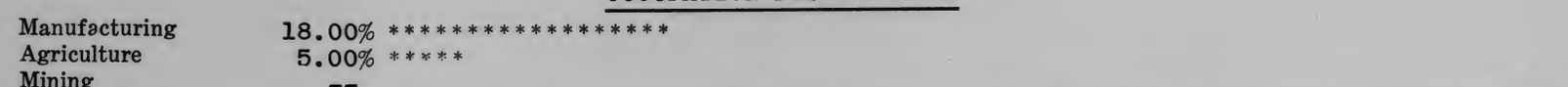


URBAN & RURAL

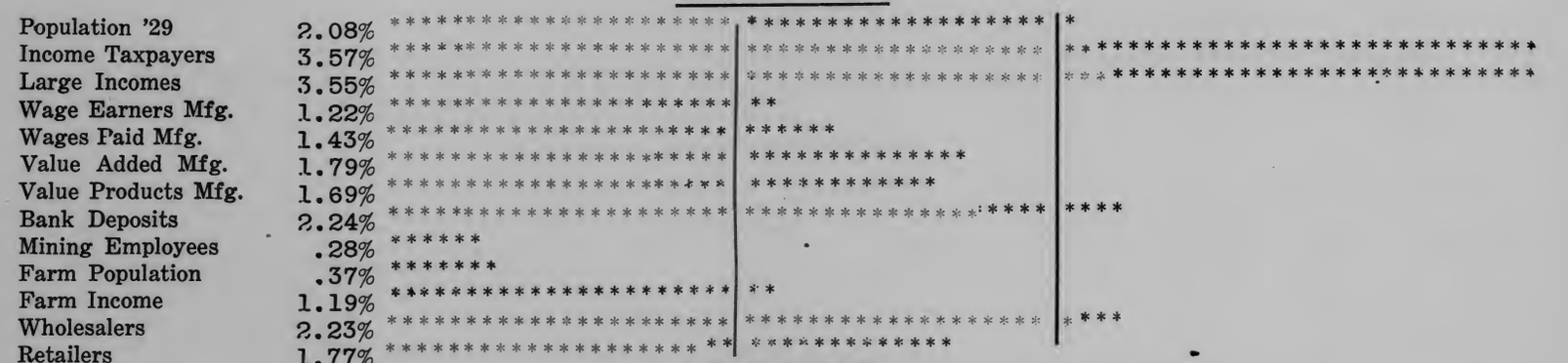


ILLITERACY

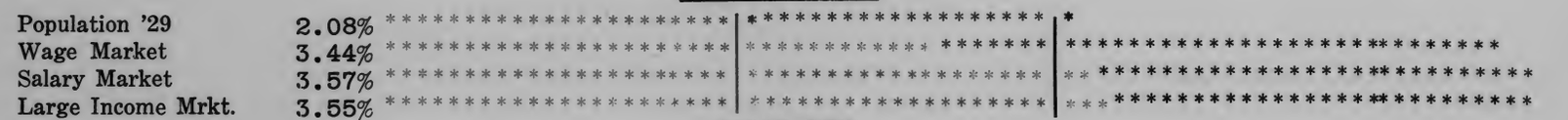
OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY



COLOR KEY

Red **** City Proper Black**** Adjacent Area Red & Black ** ** Total Area

LOS ANGELES MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	380,582	.358%		1,174,485	1.104%	
Population '29	455,900	.360%	100	1,322,916	1.050%	100
Percentage Increase	19.79%			12.64%		
Percentage Urban	100.00%			57.08%		
Percentage Rural	.00%			42.92%		
Percentage Illiteracy	1.40%					
Income Taxpayers (Federal)	23,975	.588%	163	32,512	.798%	76
Large Incomes (Over $10,000)	1,301	.510%	142	1,498	.588%	56
Wage Earners Manufacturing	34,065	.408%	113	50,745	.607%	58
Wages Paid Manufacturing	$43,057,000	.397%	110	$64,029,000	.590%	56
Value Added By Manufacturer	$130,732,000	.474%	132	$188,301,000	.683%	65
Value Manufactured Products	$348,417,000	.556%	154	$640,422,000	1.021%	97
Bank Deposits Total	$352,768,000	.593%	165	$596,531,000	1.003%	95
Mining Employees	--	--	--	2,270	.235%	22
Farm Population	--	--	--	434,049	1.498%	143
Farm Income	--	--	--	$201,920,000	2.115%	201
Number of Wholesalers	1,006	.779%	216	1,254	.970%	92
Number of Retailers	5,772	.383%	106	14,338	.951%	91

MARKET SUMMARY

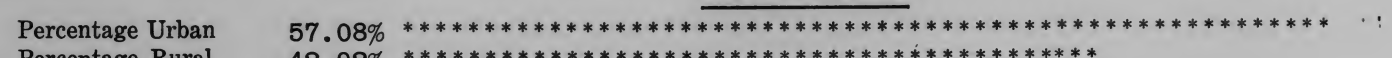
	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	35%	97	18%	97
Agriculture Wage Market	--	--	38%	141
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	65%	114	44%	117
Total Wage Market	100%	108	100%	123
Salary Market (Under $10,000)	95%	163	95%	76
Income Market (Over $10,000)	5%	142	5%	56
Total Salary & Income Market	100%	162	100%	75
Total Wage Market	88%	108	88%	123
Total Salary & Income Market	12%	162	12%	75
Total Consumer Buying Power	100%	114	100%	117

MINNEAPOLIS MARKET

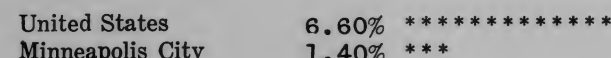
A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

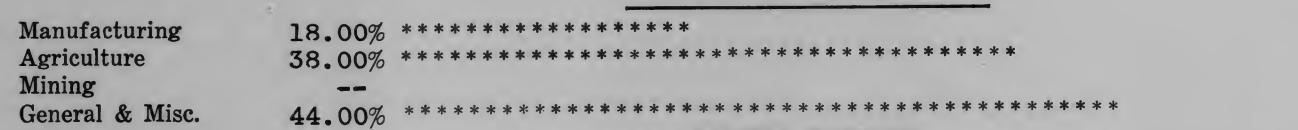
URBAN & RURAL



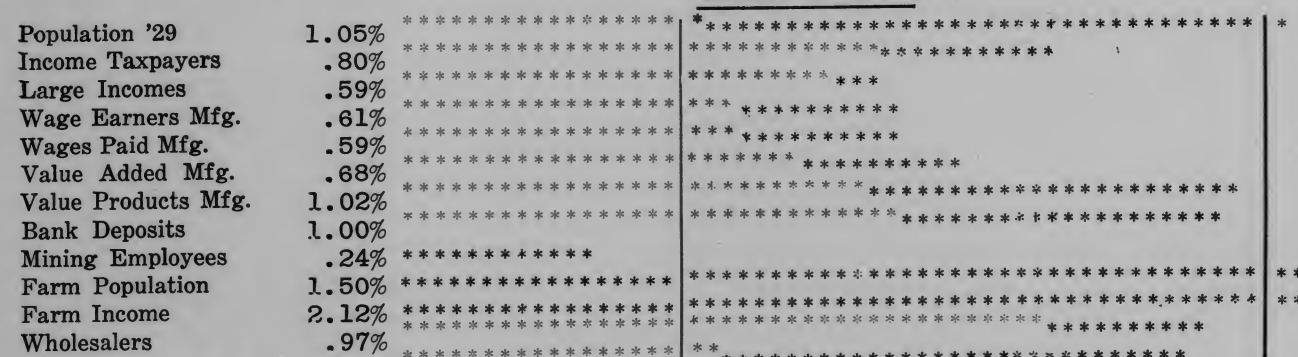
ILLITERACY



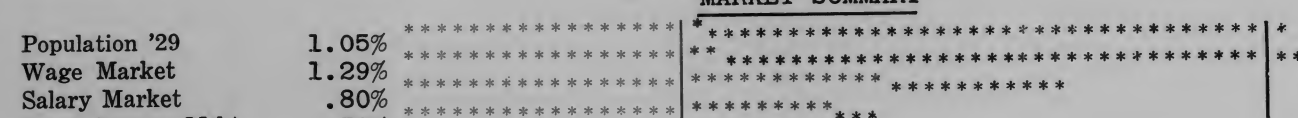
OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY



COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black** ** Total Area

MINNEAPOLIS MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	414,524	.390%		934,940	.879%	
Population '29	476,072	.378%	100	1,162,145	.922%	100
Percentage Increase	14.85%			24.30%		
Percentage Urban	100.00%			94.98%		
Percentage Rural	.00%			5.02%		
Percentage Illiteracy	6.90%					
Income Taxpayers (Federal)	24,186	.593%	157	77,816	1.909%	207
Large Incomes (Over $10,000)	2,530	.992%	263	6,457	2.532%	274
Wage Earners Manufacturing	62,727	.751%	199	116,629	1.397%	151
Wages Paid Manufacturing	$89,568,000	.826%	218	$169,104,000	1.559%	169
Value Added By Manufacturer	$244,634,000	.887%	235	$445,974,000	1.617%	175
Value Manufactured Products	$482,739,000	.770%	204	$971,960,000	1.550%	168
Bank Deposits Total	$422,224,000	.710%	188	$819,089,000	1.377%	149
Mining Employees	--	--	--	297	.031%	3
Farm Population	--	--	--	11,344	.039%	4
Farm Income	--	--	--	$4,840,000	.051%	5
Number of Wholesalers	1,121	.868%	230	1,309	1.013%	110
Number of Retailers	7,569	.502%	133	18,574	1.232%	134

MARKET SUMMARY

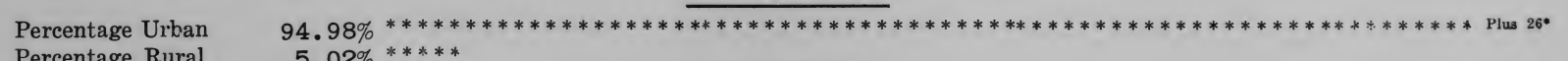
	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	61%	110	47%	112
Agriculture Wage Market	--	--	1%	130
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	39%	127	52%	160
Total Wage Market	100%	117	100%	137
Salary Market (Under $10,000)	92%	157	92%	207
Income Market (Over $10,000)	8%	263	8%	274
Total Salary & Income Market	100%	165	100%	212
Total Wage Market	67%	117	67%	137
Total Salary & Income Market	33%	165	33%	212
Total Consumer Buying Power	100%	133	100%	162

NEWARK MARKET

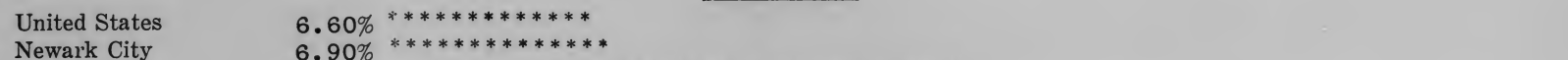
A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

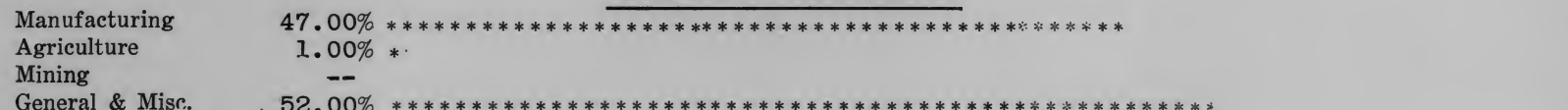
URBAN & RURAL



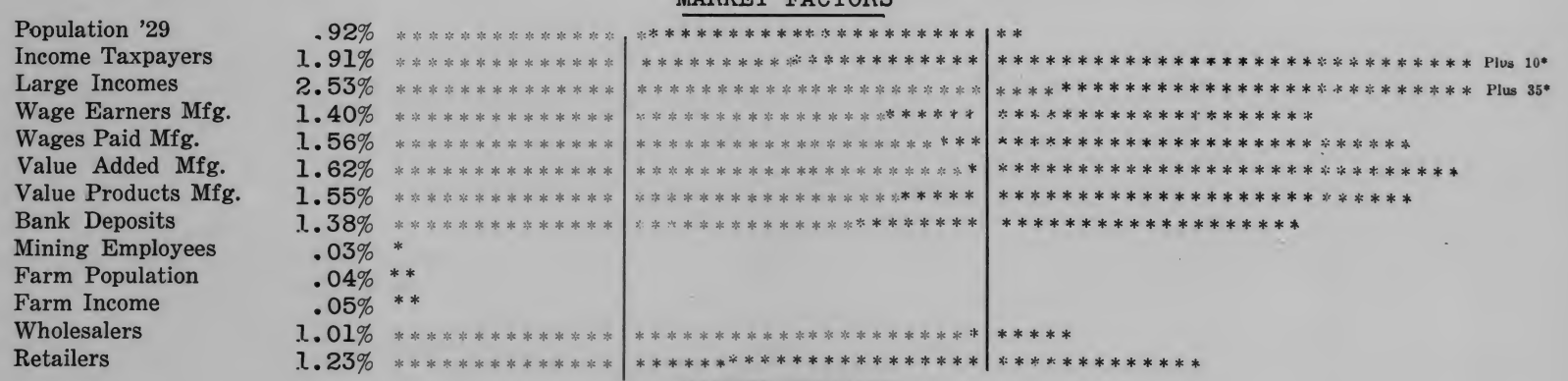
ILLITERACY



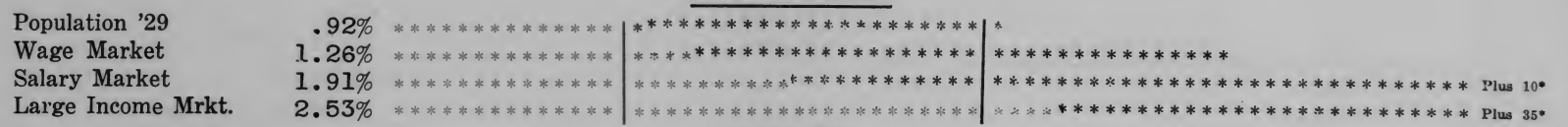
OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY



COLOR KEY

Red **** City Proper

Black****Adjacent Area

Red & Black** ** Total Area

NEWARK MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	191,601	.180%		783,843	.737%	
Population '29	224,536	.178%	100	852,761	.677%	100
Percentage Increase	17.19%			8.79%		
Percentage Urban	100.00%			49.84%		
Percentage Rural	.00%			50.16%		
Percentage Illiteracy	2.80%					
Income Taxpayers (Federal)	11,325	.278%	156	21,785	.535%	79
Large Incomes (Over $10,000)	638	.250%	140	951	.373%	55
Wage Earners Manufacturing	14,780	.177%	99	20,460	.245%	36
Wages Paid Manufacturing	$19,644,000	.181%	102	$27,238,000	.251%	37
Value Added By Manufacturer	$58,004,000	.210%	118	$73,845,000	.268%	40
Value Manufactured Products	$307,472,000	.490%	275	$342,357,000	.546%	81
Bank Deposits Total	$113,568,000	.191%	107	$305,512,000	.513%	76
Mining Employees	--	--	--	--	--	--
Farm Population	--	--	--	311,130	1.074%	159
Farm Income	--	--	--	$196,970,000	2.063%	305
Number of Wholesalers	436	.337%	189	829	.642%	95
Number of Retailers	2,882	.191%	107	10,595	.703%	104

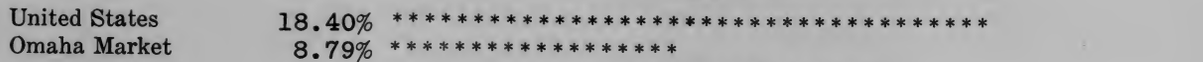
MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	30%	102	11%	103
Agriculture Wage Market	--	--	42%	192
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	70%	118	47%	145
Total Wage Market	100%	113	100%	160
Salary Market (Under $10,000)	96%	156	96%	79
Income Market (Over $10,000)	4%	140	4%	55
Total Salary & Income Market	100%	155	100%	78
Total Wage Market	87%	113	87%	160
Total Salary & Income Market	13%	155	13%	78
Total Consumer Buying Power	100%	118	100%	149

OMAHA MARKET

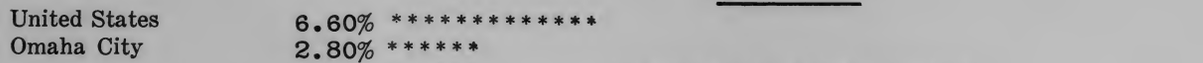
A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

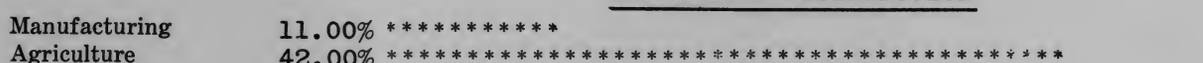


URBAN & RURAL

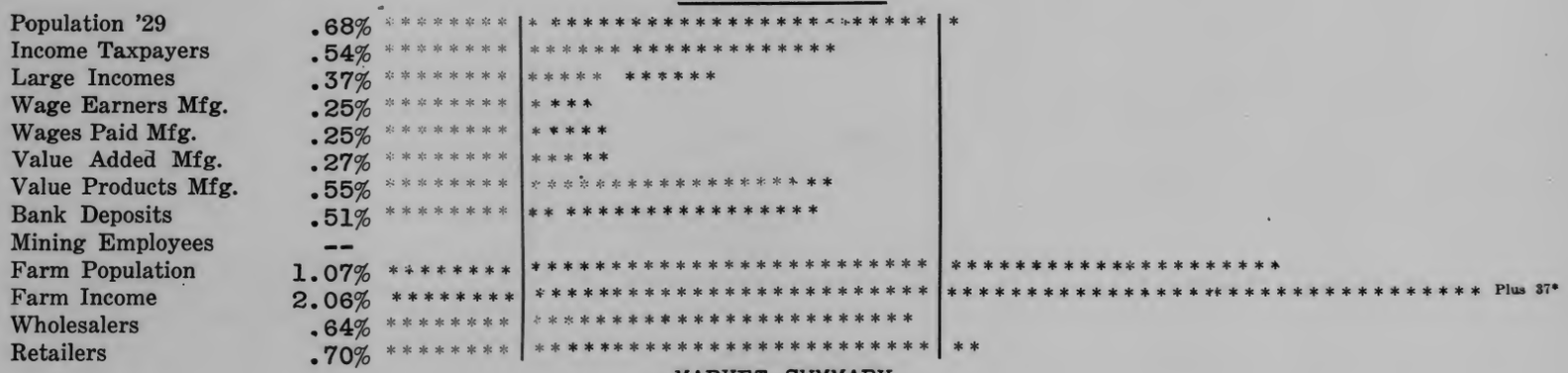
ILLITERACY



OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black **** Total Area

OMAHA MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	1,823,779	1.714%		2,915,565	2.740%	
Population '29	2,078,711	1.650%	100	3,463,469	2.749%	100
Percentage Increase	13.98%			18.79%		
Percentage Urban	100.00%			88.99%		
Percentage Rural	.00%			11.01%		
Percentage Illiteracy	4.50%					
Income Taxpayers (Federal)	95,717	2.348%	142	154,459	3.790%	138
Large Incomes (Over $10,000)	9,461	3.709%	225	14,273	5.596%	204
Wage Earners Manufacturing	243,608	2.916%	177	378,694	4.533%	165
Wages Paid Manufacturing	$334,811,000	3.086%	187	$510,760,000	4.708%	171
Value Added By Manufacturer	$880,726,000	3.193%	194	$1,308,257,000	4.743%	173
Value Manufactured Products	$1,861,502,000	2.968%	180	$2,793,173,000	4.454%	162
Bank Deposits Total	$1,943,777,000	3.266%	198	$2,435,145,000	4.092%	149
Mining Employees	--	--	--	1,204	.124%	5
Farm Population	--	--	--	140,659	.485%	18
Farm Income	--	--	--	$72,120,000	.755%	27
Number of Wholesalers	3,413	2.641%	160	4,337	3.356%	122
Number of Retailers	31,666	2.100%	127	49,455	3.279%	119

MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	55%	107	51%	104
Agriculture Wage Market	--	--	5%	156
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	45%	117	44%	117
Total Wage Market	100%	112	100%	112
Salary Market (Under $10,000)	91%	142	91%	138
Income Market (Over $10,000)	9%	225	9%	204
Total Salary & Income Market	100%	149	100%	144
Total Wage Market	78%	142	78%	112
Total Salary & Income Market	22%	149	22%	144
Total Consumer Buying Power	100%	120	100%	119

PHILADELPHIA MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

United States	18.40%	**********
Philadelphia Market	18.79%	**********

URBAN & RURAL

Percentage Urban	88.99%	********** Plus 21*
Percentage Rural	11.01%	**********

ILLITERACY

United States	6.60%	**********
Philadelphia City	4.50%	**********

OCCUPATION DISTRIBUTION

Manufacturing	51.00%	********** Plus 34*
Agriculture	5.00%	**********
Mining	--	
General & Misc.	44.00%	********** Plus 20*

MARKET FACTORS

Population '29	2.75%	**********	**********	*
Income Taxpayers	3.79%	**********	**********	********** Plus 9*
Large Incomes	5.60%	**********	**********	********** Plus 14* Plus 38*
Wage Earners Mfg.	4.53%	**********	**********	********** Plus 24*
Wages Paid Mfg.	4.71%	**********	**********	********** Plus 27*
Value Added Mfg.	4.74%	**********	**********	********** Plus 28*
Value Products Mfg.	4.45%	**********	**********	********** Plus 22*
Bank Deposits	4.09%	**********	**********	********** Plus 15*
Mining Employees	.12%	**		
Farm Population	.49%	**********		
Farm Income	.76%	**********		
Wholesalers	3.36%	**********	**********	**********
Retailers	3.28%	**********	**********	**********

MARKET SUMMARY

Population '29	2.75%	**********	**********	*
Wage Market	3.08%	**********	**********	*********
Salary Market	3.79%	**********	**********	********** Plus 9*
Large Income Mrkt.	5.60%	**********	**********	********** Plus 14* Plus 38*

COLOR KEY

Red **** City Proper Black**** Adjacent Area Red & Black ** ** Total Area

PHILADELPHIA MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	588,343	.553%		2,298,190	2.160%	
Population '29	673,800	.535%	100	2,647,930	2.102%	100
Percentage Increase	14.53%			15.22%		
Percentage Urban	100.00%			71.45%		
Percentage Rural	.00%			28.55%		
Percentage Illiteracy	5.00%					
Income Taxpayers (Federal)	58,228	1.429%	267	125,693	3.084%	147
Large Incomes (Over $10,000)	3,083	1.209%	226	6,523	2.558%	122
Wage Earners Manufacturing	61,892	.741%	139	246,897	2.935%	140
Wages Paid Manufacturing	$89,039,000	.821%	153	$376,680,000	3.472%	165
Value Added By Manufacturer	$220,292,000	.799%	149	$777,841,000	2.820%	134
Value Manufactured Products	$508,529,000	.811%	152	$1,939,972,000	3.093%	147
Bank Deposits Total	$1,002,000,000	1.684%	315	$1,544,746,000	2.596%	124
Mining Employees	--	--	--	104,163	10.763%	512
Farm Population	--	--	--	176,306	.608%	29
Farm Income	--	--	--	$38,060,000	.399%	19
Number of Wholesalers	1,618	1.252%	234	2,719	2.104%	100
Number of Retailers	7,659	.508%	95	29,622	1.964%	93

MARKET SUMMARY

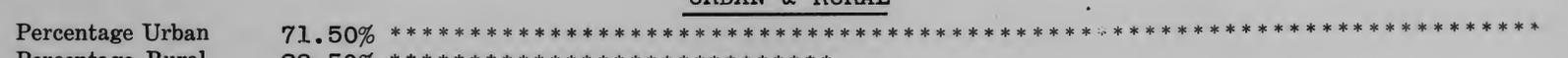
	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	43%	111	43%	118
Agriculture Wage Market	--	--	8%	66
Mining Wage Market	--	--	13%	120
General & Misc. Wage Market	57%	167	36%	133
Total Wage Market	100%	143	100%	120
Salary Market (Under $10,000)	95%	267	95%	147
Income Market (Over $10,000)	5%	226	5%	122
Total Salary & Income Market	100%	265	100%	146
Total Wage Market	76%	143	76%	120
Total Salary & Income Market	24%	265	24%	146
Total Consumer Buying Power	100%	172	100%	126

PITTSBURGH MARKET

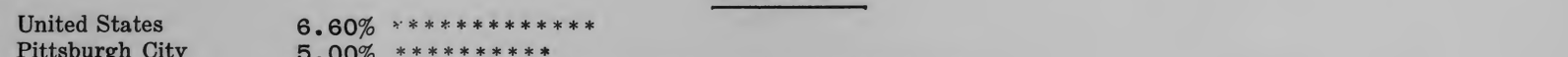
A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

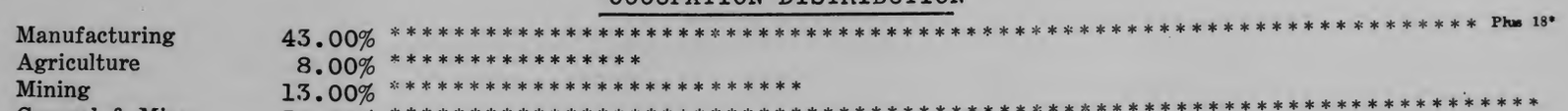
URBAN & RURAL



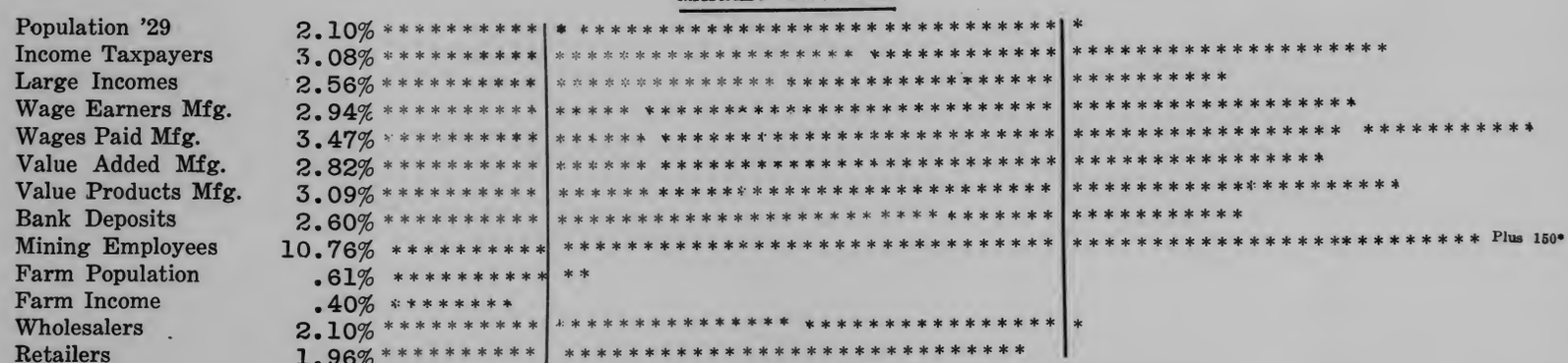
ILLITERACY



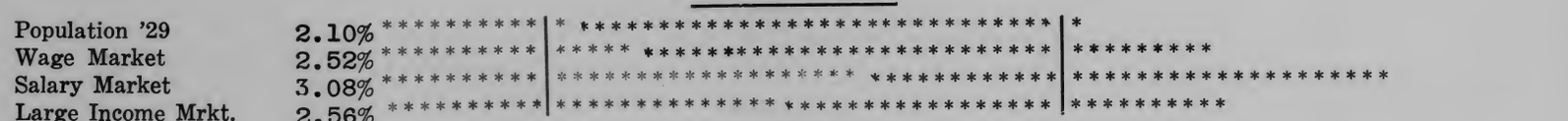
OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY



COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black** ** Total Area

PITTSBURGH MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	258,288	.243%		609,897	.573%	
Population '29	369,713	.294%	100	787,744	.625%	100
Percentage Increase	43.14%			29.16%		
Percentage Urban	100.00%			69.23%		
Percentage Rural	.00%			30.77%		
Percentage Illiteracy	1.90%					
Income Taxpayers (Federal)	19,890	.488%	166	28,053	.688%	110
Large Incomes (Over $10,000)	854	.335%	114	1,215	.477%	76
Wage Earners Manufacturing	20,318	.243%	83	47,487	.569%	91
Wages Paid Manufacturing	$27,214,000	.251%	85	$63,246,000	.583%	93
Value Added By Manufacturer	$63,870,000	.232%	79	$127,049,000	.461%	74
Value Manufactured Products	$146,974,000	.234%	80	$300,345,000	.479%	77
Bank Deposits Total	$155,427,000	.261%	89	$238,833,000	.401%	64
Mining Employees	--	--	--	280	.029%	5
Farm Population	--	--	--	149,930	.517%	83
Farm Income	--	--	--	$60,580,000	.635%	101
Number of Wholesalers	776	.601%	205	908	.703%	112
Number of Retailers	4,589	.304%	104	9,405	.624%	100

MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	26%	103	28%	103
Agriculture Wage Market	--	--	22%	123
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	74%	129	50%	121
Total Wage Market	100%	122	100%	116
Salary Market (Under $10,000)	96%	166	96%	110
Income Market (Over $10,000)	4%	114	4%	76
Total Salary & Income Market	100%	164	100%	109
Total Wage Market	82%	122	82%	116
Total Salary & Income Market	18%	164	18%	109
Total Consumer Buying Power	100%	130	100%	115

PORTLAND MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

United States	18.40%	**********
Portland Market	29.16%	**********

URBAN & RURAL

Percentage Urban	69.23%	**********
Percentage Rural	30.77%	**********

ILLITERACY

United States	6.60%	**********
Portland City	1.90%	**********

OCCUPATION DISTRIBUTION

Manufacturing	28.00%	**********
Agriculture	22.00%	**********
Mining	--	
General & Misc.	50.00%	**********

MARKET FACTORS

Population '29	.63%	**********
Income Taxpayers	.69%	**********
Large Incomes	.48%	**********
Wage Earners Mfg.	.57%	**********
Wages Paid Mfg.	.58%	**********
Value Added Mfg.	.46%	**********
Value Products Mfg.	.48%	**********
Bank Deposits	.40%	**********
Mining Employees	.03%	**********
Farm Population	.52%	**********
Farm Income	.64%	**********
Wholesalers	.70%	**********
Retailers	.62%	**********

MARKET SUMMARY

Population '29	.63%	**********
Wage Market	.73%	**********
Salary Market	.69%	**********
Large Income Mrkt.	.48%	**********

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black **** Total Area

PORTLAND MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	506,676	.476%		1,354,352	1.273%	
Population '29	756,188	.600%	100	1,910,148	1.516%	100
Percentage Increase	49.24%			41.04%		
Percentage Urban	100.00%			84.82%		
Percentage Rural	.00%			15.18%		
Percentage Illiteracy	2.10%					
Income Taxpayers (Federal)	63,256	1.552%	259	121,081	2.971%	196
Large Incomes (Over $10,000)	4,661	1.828%	304	7,276	2.853%	188
Wage Earners Manufacturing	41,909	.502%	84	109,299	1.308%	86
Wages Paid Manufacturing	$61,134,000	.564%	94	$153,832,000	1.418%	94
Value Added By Manufacturer	$192,086,000	.696%	116	$448,805,000	1.627%	107
Value Manufactured Products	$429,728,000	.685%	114	$1,196,561,000	1.908%	126
Bank Deposits Total	$1,693,136,000	2.845%	474	$1,946,055,000	3.270%	216
Mining Employees	--	--	--	2,436	.252%	17
Farm Population	--	--	--	161,441	.557%	37
Farm Income	--	--	--	$143,620,000	1.504%	99
Number of Wholesalers	2,070	1.602%	267	2,736	2.117%	140
Number of Retailers	8,849	.587%	98	23,749	1.575%	104

MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	26%	112	26%	108
Agriculture Wage Market	--	--	10%	270
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	74%	193	64%	177
Total Wage Market	100%	172	100%	168
Salary Market (Under $10,000)	94%	259	94%	196
Income Market (Over $10,000)	6%	304	6%	188
Total Salary & Income Market	100%	262	100%	196
Total Wage Market	68%	172	68%	168
Total Salary & Income Market	32%	262	32%	196
Total Consumer Buying Power	100%	201	100%	177

SAN FRANCISCO MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

United States	18.40%	
San Francisco Market	41.04%	Plus 14*

URBAN & RURAL

Percentage Urban	84.82%	Plus 17*
Percentage Rural	15.18%	

ILLITERACY

United States	6.60%
San Francisco City	2.10%

OCCUPATION DISTRIBUTION

Manufacturing	26.00%
Agriculture	10.00%
Mining	--
General & Misc.	64.00%

MARKET FACTORS

Population '29	1.52%			
Income Taxpayers	2.97%			Plus 22*
Large Incomes	2.85%			Plus 19*
Wage Earners Mfg.	1.31%			
Wages Paid Mfg.	1.42%			
Value Added Mfg.	1.63%			
Value Products Mfg.	1.91%			
Bank Deposits	3.27%			Plus 23* Plus 13*
Mining Employees	.25%			
Farm Population	.56%			
Farm Income	1.50%			
Wholesalers	2.12%			
Retailers	1.58%			

MARKET SUMMARY

Population '29	1.52%			
Wage Market	2.55%			Plus 9*
Salary Market	2.97%			Plus 22*
Large Income Mrkt.	2.85%			Plus 20*

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black** ** Total Area

SAN FRANCISCO MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	772,897	.726%		1,753,815	1.648%	
Population '29	851,918	.676%	100	1,936,122	1.537%	100
Percentage Increase	10.22%			10.39%		
Percentage Urban	100.00%			72.42%		
Percentage Rural	.00%			27.58%		
Percentage Illiteracy	3.00%					
Income Taxpayers (Federal)	51,859	1.272%	188	73,944	1.814%	118
Large Incomes (Over $10,000)	3,844	1.507%	223	4,682	1.836%	119
Wage Earners Manufacturing	109,428	1.310%	194	169,298	2.027%	132
Wages Paid Manufacturing	$134,915,000	1.244%	184	$209,608,000	1.932%	126
Value Added By Manufacturer	$387,917,000	1.406%	208	$574,244,000	2.082%	135
Value Manufactured Products	$937,416,000	1.495%	221	$1,494,262,000	2.383%	155
Bank Deposits Total	$642,000,000	1.079%	160	$888,626,000	1.493%	97
Mining Employees	--	--	--	30,459	3.147%	205
Farm Population	--	--	--	312,532	1.078%	70
Farm Income	--	--	--	$95,910,000	1.005%	65
Number of Wholesalers	2,038	1.577%	233	2,452	1.897%	123
Number of Retailers	14,642	.971%	144	27,750	1.840%	120

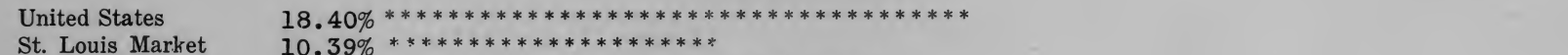
MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	60%	95	41%	95
Agriculture Wage Market	--	--	18%	93
Mining Wage Market	--	--	5%	91
General & Misc. Wage Market	40%	117	36%	102
Total Wage Market	100%	104	100%	97
Salary Market (Under $10,000)	94%	188	94%	118
Income Market (Over $10,000)	6%	223	6%	119
Total Salary & Income Market	100%	190	100%	118
Total Wage Market	81%	104	81%	97
Total Salary & Income Market	19%	190	19%	118
Total Consumer Buying Power	100%	120	100%	101

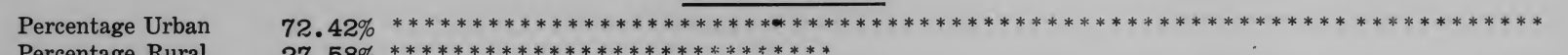
ST. LOUIS MARKET

A UNIT OF THE PLAYGOER MARKET

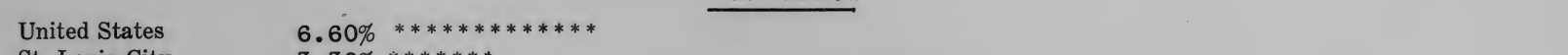
RATE OF GROWTH



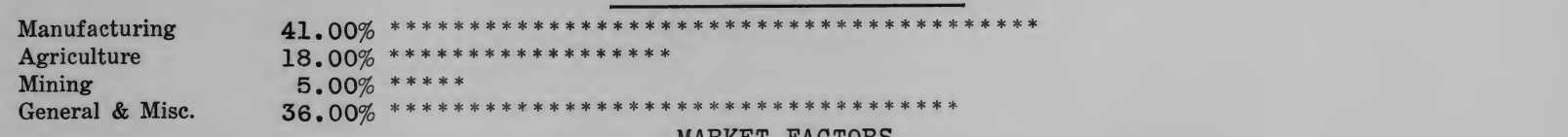
URBAN & RURAL



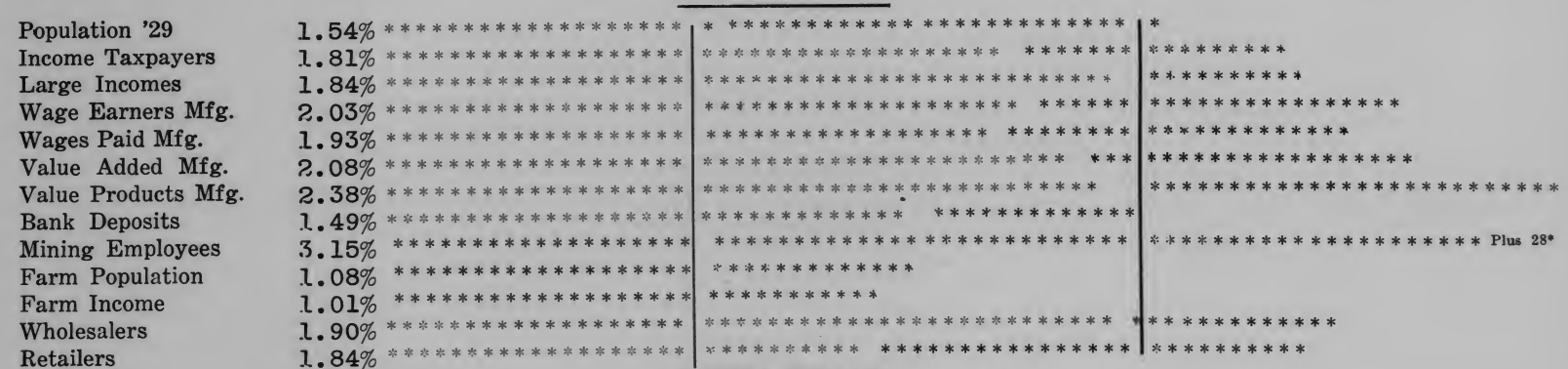
ILLITERACY



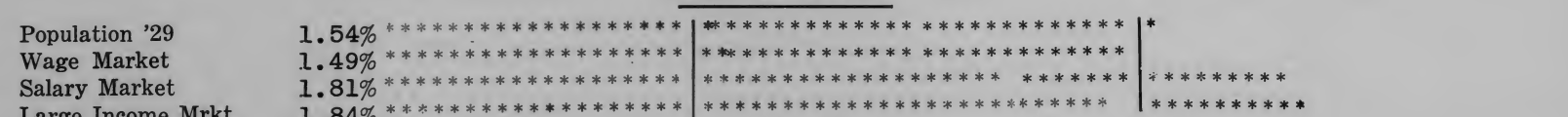
OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY



COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black **** Total Area

ST. LOUIS MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	234,698	.221%		629,242	.591%	
Population '29	325,036	.258%	100	750,378	.596%	100
Percentage Increase	38.49%			19.25%		
Percentage Urban	100.00%			61.20%		
Percentage Rural	.00%			38.80%		
Percentage Illiteracy	1.80%					
Income Taxpayers (Federal)	12,669	.311%	120	17,502	.429%	72
Large Incomes (Over $10,000)	730	.286%	111	843	.331%	55
Wage Earners Manufacturing	21,449	.257%	100	32,943	.394%	66
Wages Paid Manufacturing	$28,163,000	.260%	101	$42,756,000	.394%	66
Value Added By Manufacturer	$77,677,000	.282%	109	$116,012,000	.421%	71
Value Manufactured Products	$160,331,000	.256%	99	$388,046,000	.619%	104
Bank Deposits Total	$146,075,000	.246%	95	$288,419,000	.485%	81
Mining Employees	--	--	--	150	.016%	3
Farm Population	--	--	--	218,460	.754%	127
Farm Income	--	--	--	$90,590,000	.949%	159
Number of Wholesalers	474	.367%	142	599	.464%	78
Number of Retailers	3,475	.230%	89	7,824	.519%	87

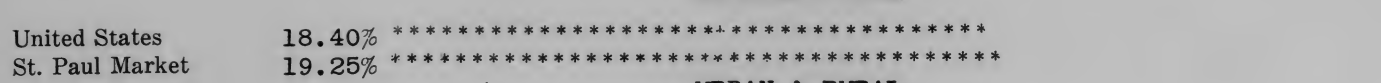
MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	31%	101	20%	100
Agriculture Wage Market	--	--	33%	126
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	69%	106	47%	107
Total Wage Market	100%	104	100%	112
Salary Market (Under $10,000)	95%	120	95%	72
Income Market (Over $10,000)	5%	111	5%	55
Total Salary & Income Market	100%	120	100%	71
Total Wage Market	88%	104	88%	104
Total Salary & Income Market	12%	120	12%	120
Total Consumer Buying Power	100%	106	100%	107

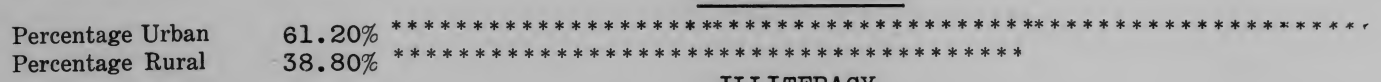
ST. PAUL MARKET

A UNIT OF THE PLAYGOER MARKET

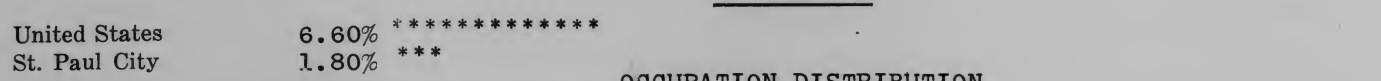
RATE OF GROWTH



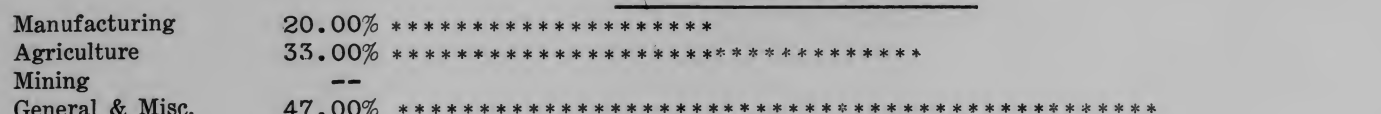
URBAN & RURAL



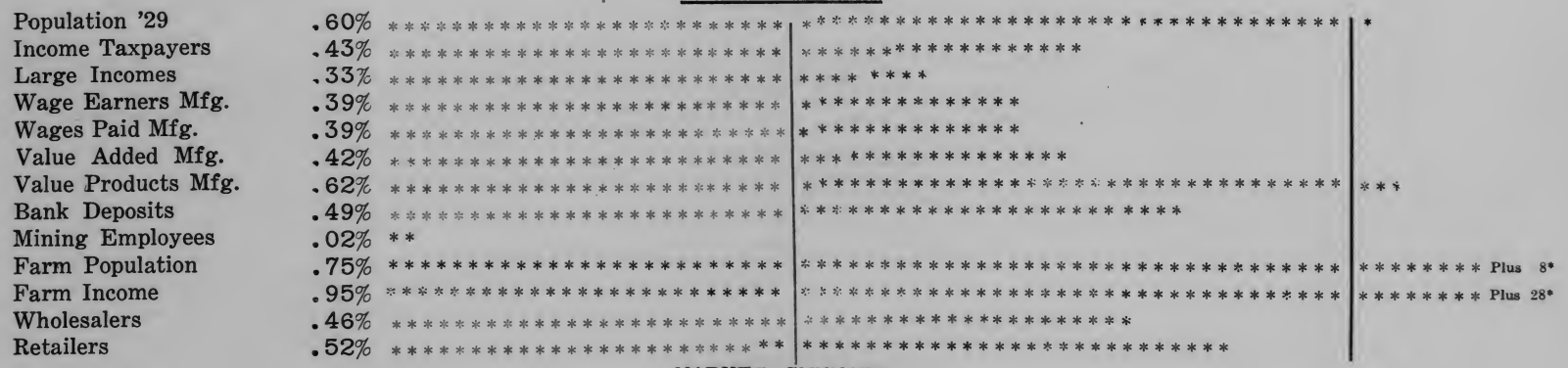
ILLITERACY



OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY

COLOR KEY

Red **** City Proper Black****Adjacent Area Red& Black **** Total Area

ST. PAUL MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	315,312	.296%		573,173	.539%	
Population '29	506,835	.402%	100	804,860	.639%	100
Percentage Increase	60.74%			40.42%		
Percentage Urban	100.00%			77.99%		
Percentage Rural	.00%			22.01%		
Percentage Illiteracy	2.00%					
Income Taxpayers (Federal)	22,885	.562%	140	30,052	.737%	115
Large Incomes (Over $10,000)	839	.329%	82	1,024	.402%	63
Wage Earners Manufacturing	20,601	.274%	61	43,346	.519%	81
Wages Paid Manufacturing	$29,623,000	.273%	68	$62,394,000	.575%	90
Value Added By Manufacturer	$73,698,000	.267%	66	$128,570,000	.466%	73
Value Manufactured Products	$168,032,000	.268%	67	$288,469,000	.460%	72
Bank Deposits Total	$208,666,000	.351%	87	$255,100,000	.429%	67
Mining Employees	--	--	--	2,734	.283%	44
Farm Population	--	--	--	73,771	.255%	40
Farm Income	--	--	--	$23,410,000	.245%	38
Number of Wholesalers	869	.673%	167	957	.741%	116
Number of Retailers	4,586	.304%	76	8,024	.532%	83

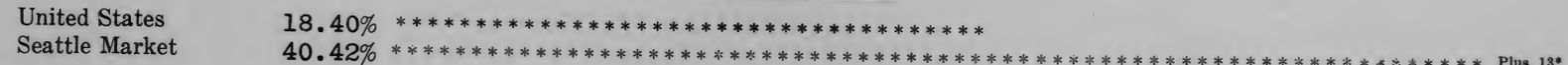
MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	19%	.111	25%	111
Agriculture Wage Market	--	--	11%	96
Mining Wage Market	--	--	1%	114
General & Misc. Wage Market	81%	126	63%	120
Total Wage Market	100%	123	100%	115
Salary Market (Under $10,000)	97%	140	97%	115
Income Market (Over $10,000)	3%	82	3%	63
Total Salary & Income Market	100%	138	100%	113
Total Wage Market	81%	123	81%	115
Total Salary & Income Market	19%	138	19%	113
Total Consumer Buying Power	100%	126	100%	115

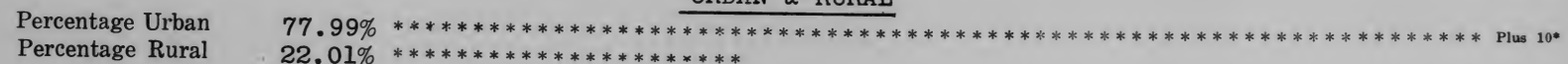
SEATTLE MARKET

A UNIT OF THE PLAYGOER MARKET

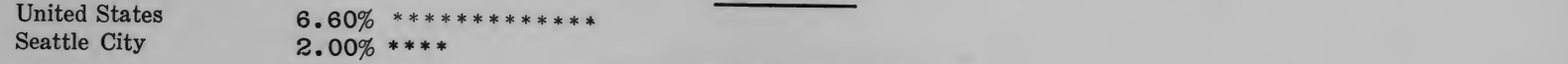
RATE OF GROWTH



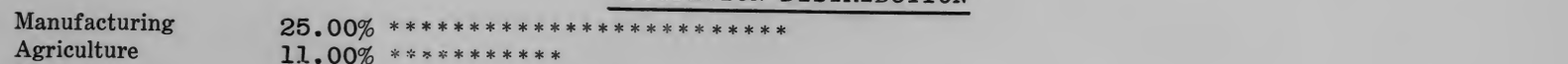
URBAN & RURAL



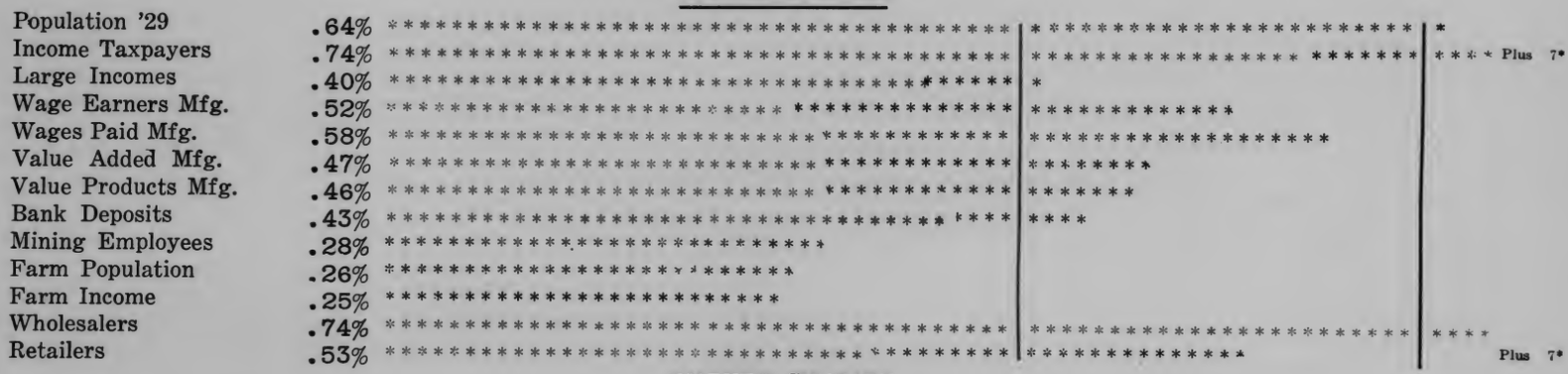
ILLITERACY



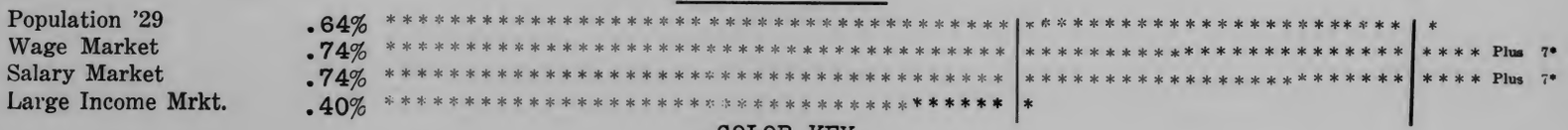
OCCUPATION DISTRIBUTION



MARKET FACTORS



MARKET SUMMARY



COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black** ** Total Area

SEATTLE MARKET

A UNIT OF THE PLAYGOER MARKET

MARKET FACTORS

	CITY PROPER			TOTAL AREA		
	UNITS	% OF U.S.	RATIO	UNITS	% OF U.S.	RATIO
Population '20	437,571	.411%		692,911	.651%	
Population '29	552,000	.438%	100	832,078	.660%	100
Percentage Increase	26.15%			20.08%		
Percentage Urban	100.00%			74.85%		
Percentage Rural	.00%			25.15%		
Percentage Illiteracy	3.10%					
Income Taxpayers (Federal)	39,560	.971%	222	45,588	1.119%	169
Large Incomes (Over $10,000)	2,314	.907%	207	2,565	1.006%	152
Wage Earners Manufacturing	9,515	.114%	26	13,774	.165%	25
Wages Paid Manufacturing	$15,669,000	.144%	33	$20,780,000	.192%	29
Value Added By Manufacturer	$54,291,000	.197%	45	$61,311,000	.222%	34
Value Manufactured Products	$90,390,000	.144%	33	$104,266,000	.166%	25
Bank Deposits Total	$256,372,000	.431%	98	$302,102,000	.508%	77
Mining Employees	--	--	--	145	.015%	2
Farm Population	--	--	--	105,895	.365%	55
Farm Income	--	--	--	$22,940,000	.240%	36
Number of Wholesalers	564	.436%	100	623	.482%	73
Number of Retailers	6,182	.410%	94	8,781	.582%	88

MARKET SUMMARY

	CITY PROPER		TOTAL AREA	
	% OF TOTAL	RATIO	% OF TOTAL	RATIO
Manufacturing Wage Market	8%	127	8%	116
Agriculture Wage Market	--	--	14%	66
Mining Wage Market	--	--	--	--
General & Misc. Wage Market	92%	200	78%	171
Total Wage Market	100%	194	100%	152
Salary Market (Under $10,000)	94%	222	94%	169
Income Market (Over $10,000)	6%	207	6%	152
Total Salary & Income Market	100%	221	100%	168
Total Wage Market	73%	194	73%	152
Total Salary & Income Market	27%	221	27%	168
Total Consumer Buying Power	100%	201	100%	156

WASHINGTON, D. C. MARKET

A UNIT OF THE PLAYGOER MARKET

RATE OF GROWTH

United States	18.40%	**********
Washington Market	20.08%	**********

URBAN & RURAL

Percentage Urban	74.85%	********** Plus 7*
Percentage Rural	25.15%	**********

ILLITERACY

United States	6.60%	**********
Washington City	3.10%	******

OCCUPATION DISTRIBUTION

Manufacturing	8.00%	********
Agriculture	14.00%	**********
Mining	--	
General & Misc.	78.00%	********** Plus 10*

MARKET FACTORS

Population '29	.66%	**********	**********	*	Plus 12*
Income Taxpayers	1.12%	**********	**********	********** Plus 17*	Plus 7*
Large Incomes	1.01%	**********	**********	********** Plus 12*	
Wage Earners Mfg.	.17%	********** ****			
Wages Paid Mfg.	.19%	**********			
Value Added Mfg.	.22%	**********			
Value Products Mfg.	.17%	**********			
Bank Deposits	.51%	**********	*******		
Mining Employees	.02%	*			
Farm Population	.37%	**********			
Farm Income	.24%	**********			
Wholesalers	48%	**********	*****		
Retailers	.58%	**********	**********		

MARKET SUMMARY

Population '29	.66%	**********	**********	*	
Wage Market	1.00%	**********	**********	********** Plus 7*	Plus 12*
Salary Market	1.12%	**********	**********	********** Plus 17*	Plus 12*
Large Income Mrkt.	1.01%	**********	**********	********** Plus 12	Plus 7*

COLOR KEY

Red **** City Proper Black****Adjacent Area Red & Black** ** Total Area

WASHINGTON, D. C. MARKET

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